



Fifty-One
BEAUTIFUL
HOMES

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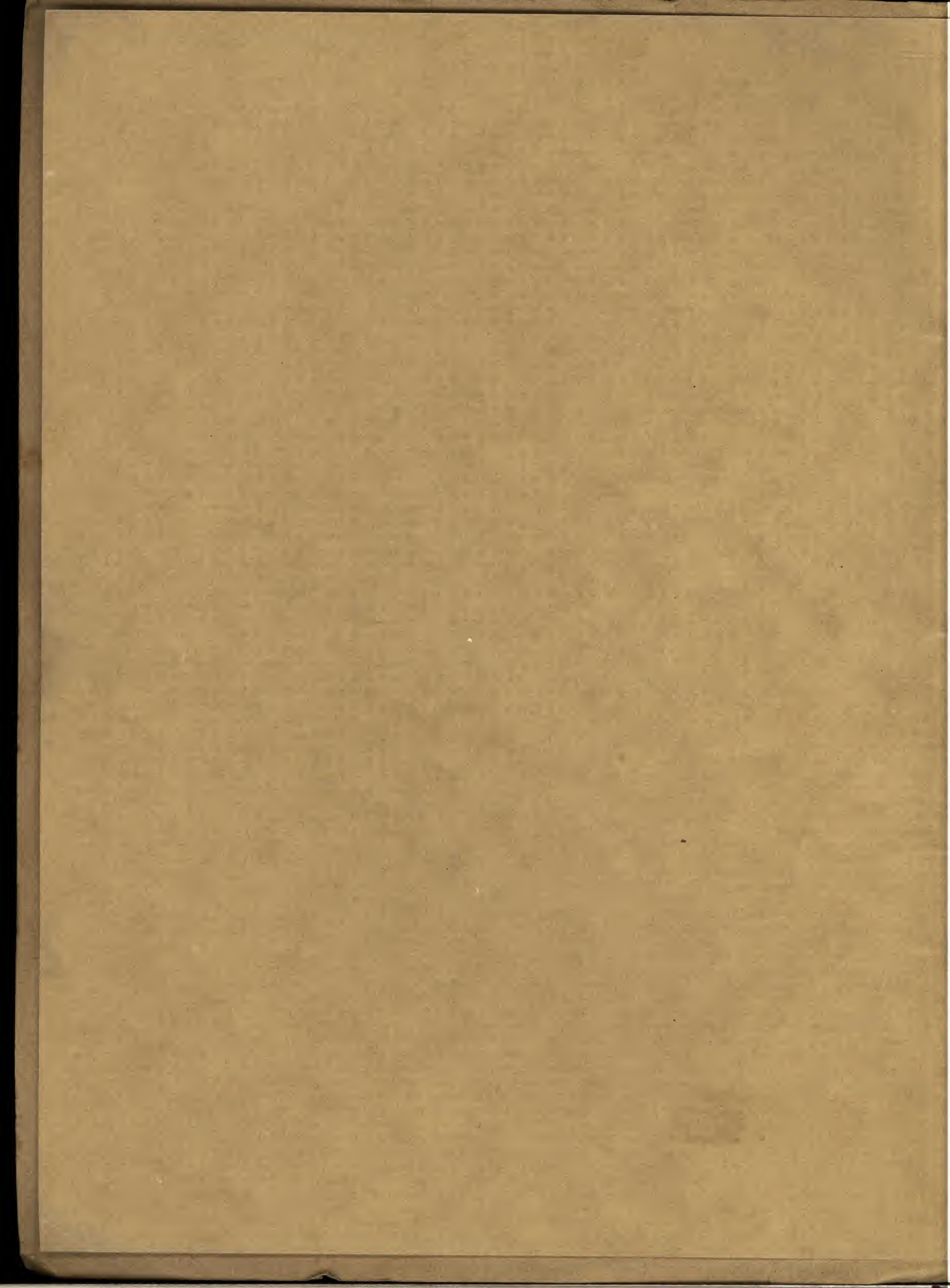
FRED S. WILBER

AUTHORIZED SHINGLE EXPERT

**Application Agent
for Pioneer Shingles**

**163 RAMONA DRIVE
RIVERSIDE, CAL.**

PHONE 1144



Foreword

"**F**IFTY-ONE BEAUTIFUL HOMES," the Prize Home Plan Book of the Pioneer Paper Company, is dedicated to future home builders of the West, and the artistry of the small home.

...**T**HE purpose of this Prize Plan Book, of fifty-one exclusive home designs, for houses that range from \$5,000 to \$10,000, is to stimulate a greater interest in the possibilities for beauty and comfort in the residence.

...**T**HE designs reproduced in this book are from the original drawings of leading California architects and home designers. Each design has been developed to emphasize the importance of artistic roof expanse as a vital touch of beauty and color in the exterior appearance of the home.

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How to Finance Your Home

By Gilbert Beesemyer

Financial Adviser

ALTHOUGH home financing has been made so easy that no one needs to pay rent, the fact remains that no one can hope to acquire a home with even a shadow of ownership unless he has something to pay down.

There are about three methods of financing which are considered practical, the majority of homes being financed with a first mortgage and a trust deed for the balance. The plan followed by most building and loan associations requires a clear lot and a down payment. Owners can then get from them finance up to about 50% of the appraised value of the improved lot. Banks who make building loans also require a clear lot and cash payment, and they will loan in the neighborhood of 40% of the appraised value of house and lot.

If more liberal financing arrangements are required, they can be secured from private investors, or various types of building companies, but usually, when the prospective home owner needs more than the usual amount of financing, the bonus which he is required to pay is somewhat excessive.

The best thing is to save until enough has been accumulated to buy a lot. This means that the owner must then borrow enough to build the home. This is generally known as 100% financing, undertaken by many builders. In such cases the builder secures a first mortgage for about half what the house and lot are worth and takes a monthly payment trust deed for the balance. Say, for example, the lot is worth \$2,500 and the house \$3,000. The mortgage would be about \$2,500, with interest payable quarterly, and the second paper would be perhaps \$750—the extra \$250 being the cost of financing.

For the person who has not enough money so that he can get along with a small mortgage, arrangements with a building and loan association will provide him finance at the lowest expense. By investing his savings with a building and loan association he becomes a

member, thus aligning himself with home financiers. Building and loan associations are allowed to finance their members liberally, so once a member has accumulated a nest egg and at the same time established a reputation for thrift, he has gone a long way toward home ownership. When a sufficient amount has been invested in such an association, the time is then ripe to select a good lot and arrange a building loan with his association. By this time he has demonstrated the amount per month he can save and that determines the sort of home he can afford. In financing building on a clear lot of good value, loan associations usually make all their repayment on a monthly basis, the repayments being little more than rent and the charges very moderate. The systematic saving prior to the purchase of the lot has given the owner the habit of saving and it is therefore easy for him to budget his income and meet the payments on the incumbrance. It is not long then until the home is fully paid for.

Records of the increasing number of inquiries indicate that a large percentage of the people are, or desire to be, home owners. This is a fine trait and should be encouraged, for home ownership makes a success of family life, a success of business and helps the community at large. Young people naturally dream of some day owning their homes and they cannot start too early to invest a portion of their income systematically.

I think I speak for building and loan associations generally when I say that their loan managers are sympathetic with prospective home owners and willing to advise and help in every case. Many people feel a diffidence about taking up the time of loan appraisers unless they are definitely settled on building but those people should feel that they are always welcome. The inexperienced person must start somewhere to get a knowledge of home building and he can find no better or fairer adviser than these same busy loan managers.



The beautiful Copper Blend is shown here, in Pioneer Super Jumbo Shingles, a mixture of warmth and subdued color.



Their Colors Charm Their permanence amazes!

THOSE who respond to rich, lovely colors—those who appreciate beauty of texture and character, will find them all delightfully combined in this Copper Blend roof of Pioneer Yosemite Rock Surfaced Shingles. But their beauty becomes doubly valued when you understand that it is practical—and permanent.

Their beauty, color, durability and fire safeness are all due to their heavy surfacing of crushed rock from Yosemite! This wonderful beauty spot yields the non-fading color and unfailing protection for your roof!

Both features add to the economy of Pioneer Yosemite Rock Surfaced Shingles—the permanent colors eliminate the necessity of painting or staining and their protection against exposure fires reduces insurance on both home and contents.

Pioneer
Yosemite Rock Surfaced SHINGLES

Pay Later for Re-Roofing

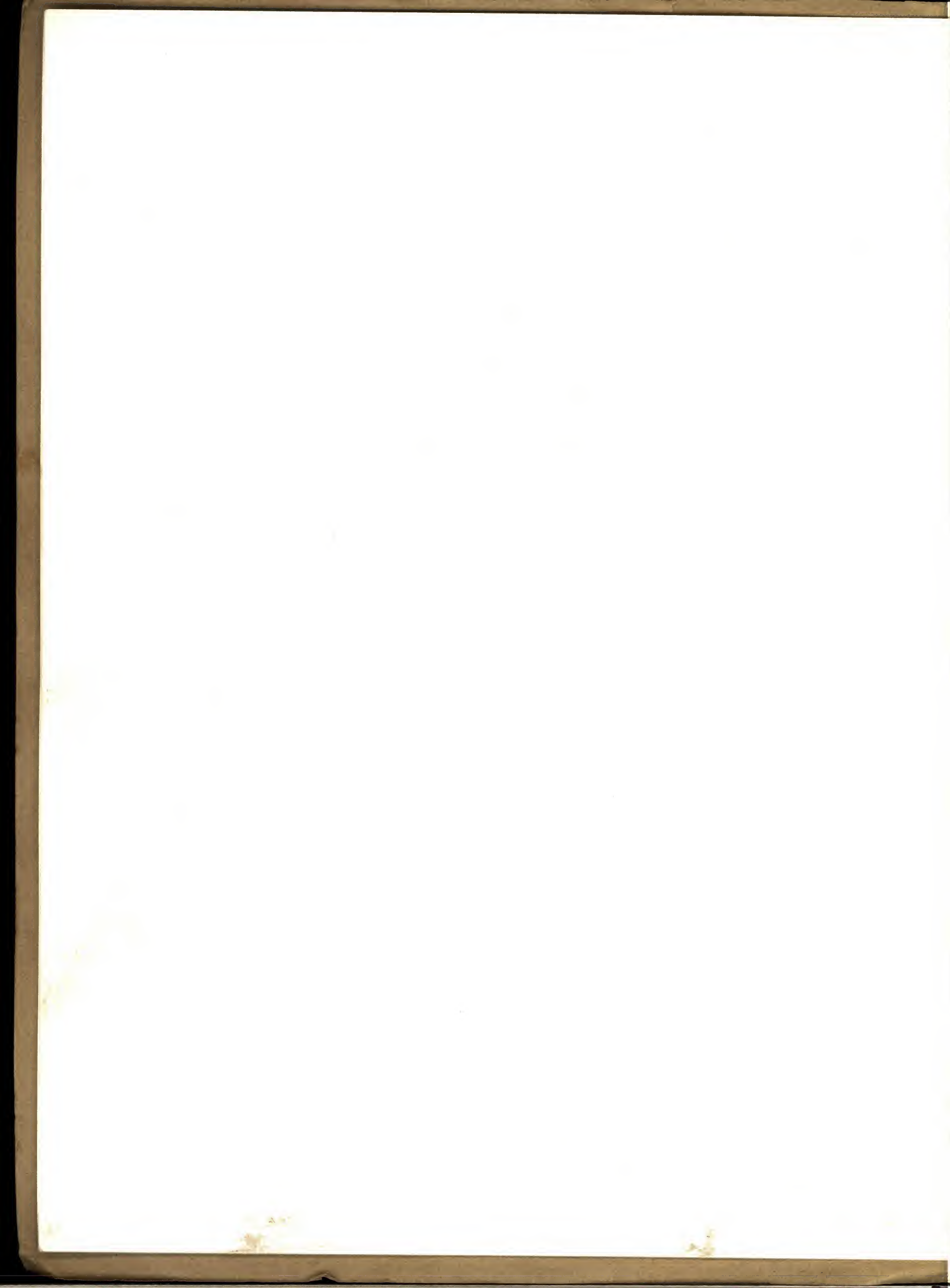
THAT is the Pioneer Plan—if you prefer to budget your expenditures, you may re-roof and pay for the job on easy time payments. Sold by Lumber, Building Material and Hardware dealers on this easy payment plan.

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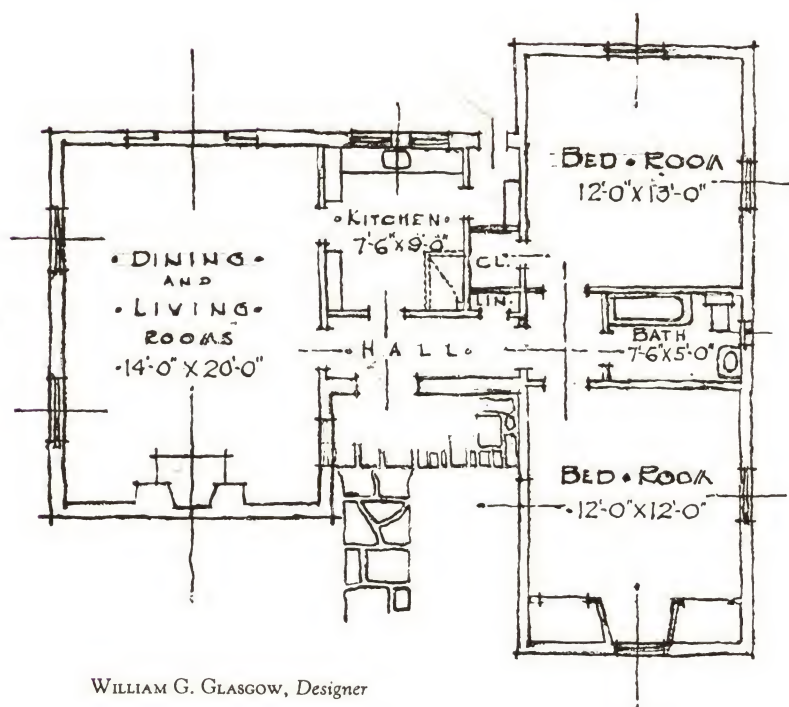
Pioneer Manufactures a Complete Line of Roofings and Building Papers







First Prize Winner



WILLIAM G. GLASGOW, Designer

CHARMING simplicity, faithfulness to type and desirable interior arrangement were the outstanding qualities which won first prize for this lovely little English home. The ample and well designed shingled roof in warm Red or Copper Blend Pioneer Yosemite Rock Surfaced Shingles is truly English. The air of welcome in the terrace and entrance; the remarkable arrangement and free access of the interior are factors in its desirability and convenience. The combined living and dining room, with its windows opening out on a garden or terrace in the rear, permits privacy and a vista as charming as you wish to make it.

PLANS from the Architectural Competition

THESE fifty-one beautiful home designs were selected from the seventy plans submitted in the recent Pioneer Paper Company prize architectural competition. They are being reproduced in this plan book for the first time and represent the work of some of California's leading architects and home designers.

The purpose of the Pioneer Paper Company's competition was to emphasize the design of artistic residences and the importance of the roof expanse in adding a vital touch of beauty, as well as practicability, to the home. Among the architects and designers, whose plans appear in the following pages, you will find the names of those who have consistently won prizes in other architectural competitions in California.

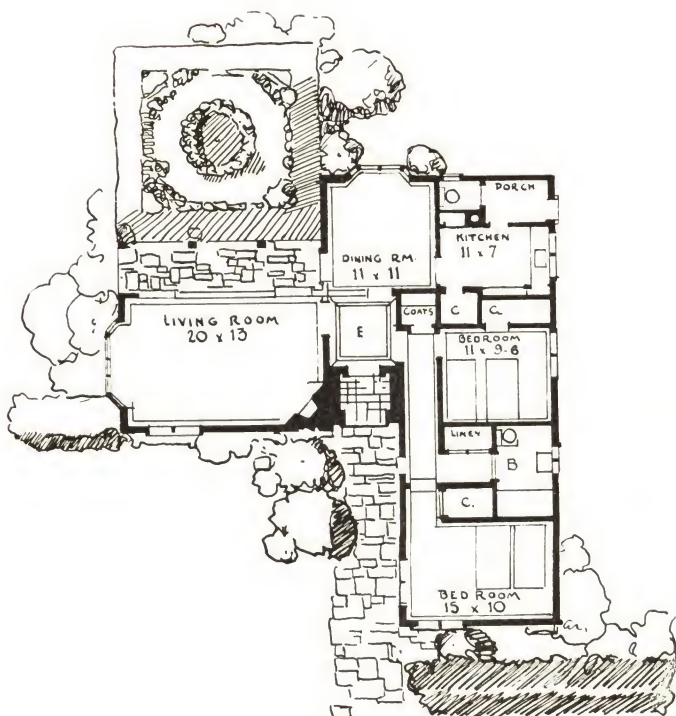
The prize competition designs, reproduced in this plan book, are the ones that received the largest number of votes from the popular voting contest conducted for the public, following the completion of the architectural competition.

The Pioneer Paper Company will be pleased to furnish the addresses of architects and designers, whose plans appear in this book. In the event that you select one of these plans for your future home, working drawings, specifications and complete details of cost can be provided by the architect or designer. Address the Pioneer Paper Company, Box 120 Arcade Station, Los Angeles, California.





Second Prize Award



ROBT. A. LOCKWOOD, Designer

SIMPLICITY, directness and unity are admirably attained in this attractive five room home of English type. The broad well proportioned roof of solid Blue-Black Pioneer Yosemite Rock Surfaced Shingles forms a beautiful, yet subdued, background for an unusual chimney and the inviting doorway. What an appealing color combination this forms—walls and chimney of dull red brick, arched entryway of weathered stone and the permanently Blue-Black roof. Inside, we find a well arranged interior with very desirable privacy for bedrooms and a beautiful view from both dining and living rooms.



A detailed floor plan of a single-story house. The layout includes a front porch leading into a living room (20' x 12') and a dining room (12' x 12'). The kitchen (9' x 8½') is located between the dining room and a bathroom. The bathroom is situated at the rear of the house, adjacent to a bedroom (13' x 11'). A central hall connects the living room, dining room, kitchen, and bedrooms. There are two bedrooms: one at the rear (13' x 11') and another at the front (12' x 11'). A screen porch is attached to the kitchen area. The plan also shows various closets (C.), a linen closet (L.), and a broom closet (B.C.).

BED ROOM 13' x 11'
 BATH
 SCREEN PORCH
 HALL
 KITCHEN 9' x 8½'
 BED
 C.
 C.
 LIVING ROOM 20' x 12'
 DINING ROOM 12' x 12'
 PORCH.

Eight

The Pioneer Standard
Cut Corner Strip Shingle
—appealing to the eye
and economical to lay.



Soft Harmonious Shades and Rock Armored Protection!

PIONEER Yosemite Rock Surfaced Shingles produce a roof on which color and contour blend to perfection. Their texture, or shadow line, is attractive and lends character—their colors are soft and appealing. They blend with the general color schemes of the home and the natural surroundings—and they form an invulnerable armor of protection!

Yosemite yields the beautifully tinted rock that makes beauty and protection permanent—their color absolutely non-fading! Their years of durability, fire safety, freedom from repairs or painting—all for their first and only cost—make them wonderfully economical. And for re-roofing they are sold on easy time payments.

Pioneer
Yosemite Rock Surfaced SHINGLES

A Complete Line of Shingles

PIONEER Yosemite Rock Surfaced Shingles, in the Cut Corner Strips and all other sizes and shapes, are sold by Lumber, Building Material and Hardware Dealers.

Made in Red, Green, Blue-Black, Golden-Brown and four beautiful blends.

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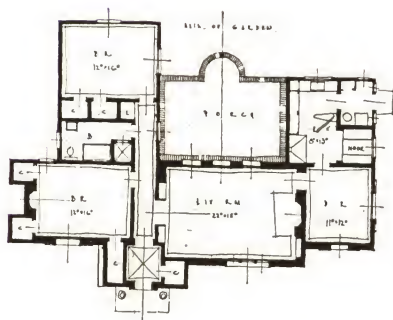
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Pioneer Manufactures a Complete Line of Roofings and Building Papers



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10

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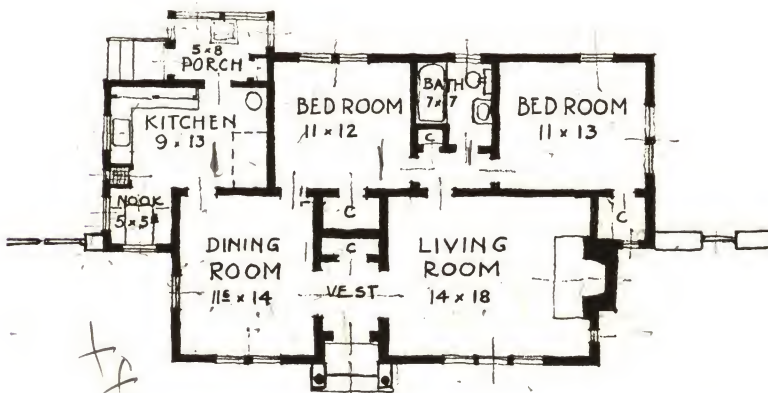


L. E. KORN, Architect

A BEAUTIFUL little five room English home expressed in brick of selected shades and inexpensively roofed with harmonious Pioneer Yosemite Rock Surfaced Shingles. With light tan or cream colored brick, solid green or the beautiful Nile Blend would be a suitable shade for the roof. The lines of this home and the well proportioned roof are pleasing and the spacious and well arranged interior offers comfort and contentment.

IN this five room home of English type the designer has handled proportions and materials with excellent taste. In the light colored plaster walls, the dark stained or weathered timbering and the variegated roof of Pioneer Yosemite Rock Surfaced Shingles, with subdued reds and golden browns predominating in the new Autumn Blend, there is a perfect combination of texture and color.

W. G. BYRNE, Architect



First Steps in Home Building

By
Paul F. Langworthy
Secretary-Manager
Los Angeles Builders' Exchange

WOULD it surprise you to know that more thought, more planning and more time is, and should be, devoted to the erection of a home than is spent in drawing up specifications and doing other preliminary work in the construction of a modern skyscraper?

Yes, that statement may sound unreasonable to you, but when you stop to consider that, in the main, virtually all skyscrapers are the same, with stores on the ground floor and halls and offices on the other floors, all laid out in the same or almost the same manner, it is a comparatively simple task to complete your plans, while in the home you usually find a style of architecture depending on the location of the site and the likes and dislikes of the owner. Each room is usually of a different size; the whims of each member of the family must be considered in planning the rooms and in locating windows, dens, closets, etc., all of which requires a tremendous amount of time if the prospective occupants are going to be happy for the remainder of their lives after the home is completed.

The first step in building a home is to find a financially, morally and ethically responsible contractor. Now, don't be too well satisfied that you know the meaning of that statement. A contractor who has a limited working capital, who may take sixty instead of thirty days to meet his bills, should not necessarily be eliminated from the contractors you are considering. On the contrary, he may be exactly the man you want. I know of several such contractors who bear the reputation of having the builder's interest at heart all the time.

The danger of engaging a financially irresponsible contractor, although he may have the reputation of being honest and a conscientious home builder, is that he may not have the funds to complete the job and may leave you with a partly complete home burdened with liens. It is an easy matter to ascertain the responsibility of a contractor by getting in touch with the credit bureaus or banks.

We can dismiss the question of the financially responsible but morally deficient contractor, and there are scores of them doing a big business in every city, with the statement that it is easy for him to use nothing but inferior materials with the result that you will pay for the price of a well-constructed home, although you will have one that will not meet the test and that will require large sums each year keeping it in repair.

The site selected, the style of architecture agreed upon, and it should harmonize with the surroundings, we will proceed to build the home, remembering that it is well to know the main points although you have confidence in your contractor.

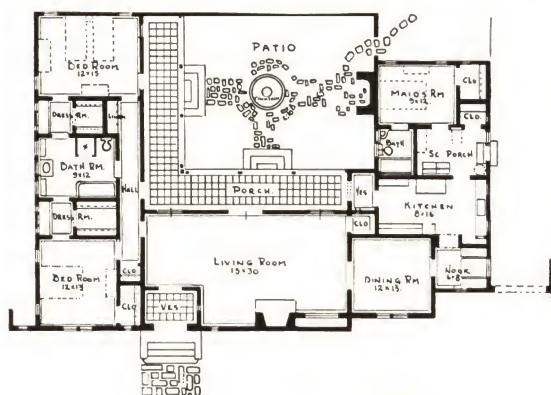
First, a test hole should be dug to determine whether the lot, or site, is filled. This is important in that it has a bearing on what the foundation should be. Excavation work completed, remember that the city ordinance usually requires that the foundation should be at least six inches below the ground. The foundation may be of brick, concrete or stone, but remember that its size and strength should depend upon the size and weight of the superstructure.

Space will not permit us to go into detail regarding the many styles of superstructure and the human elements that enter into each one of them. However, the builder should be satisfied that all exposed wiring is properly insulated, that every precaution be taken to prevent fires and damage by moisture. This means that the builder should have some conception of what is going into the interior of the walls, into that part of the attic that will not be frequented and in every other secluded recess of the building. Attention should be paid to the plastering, backing for the plastering and to plumbing.

Speaking about plumbing, this may sound trivial, but it is important. The water line for the lawn hose and for washing the automobile, should be a direct line instead of a line off the house line. The buzzing heard in the home while the lawn is being watered is due to the

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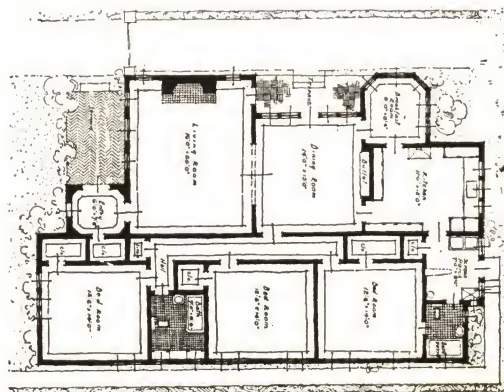
ROGERS B. STURGES
Architect

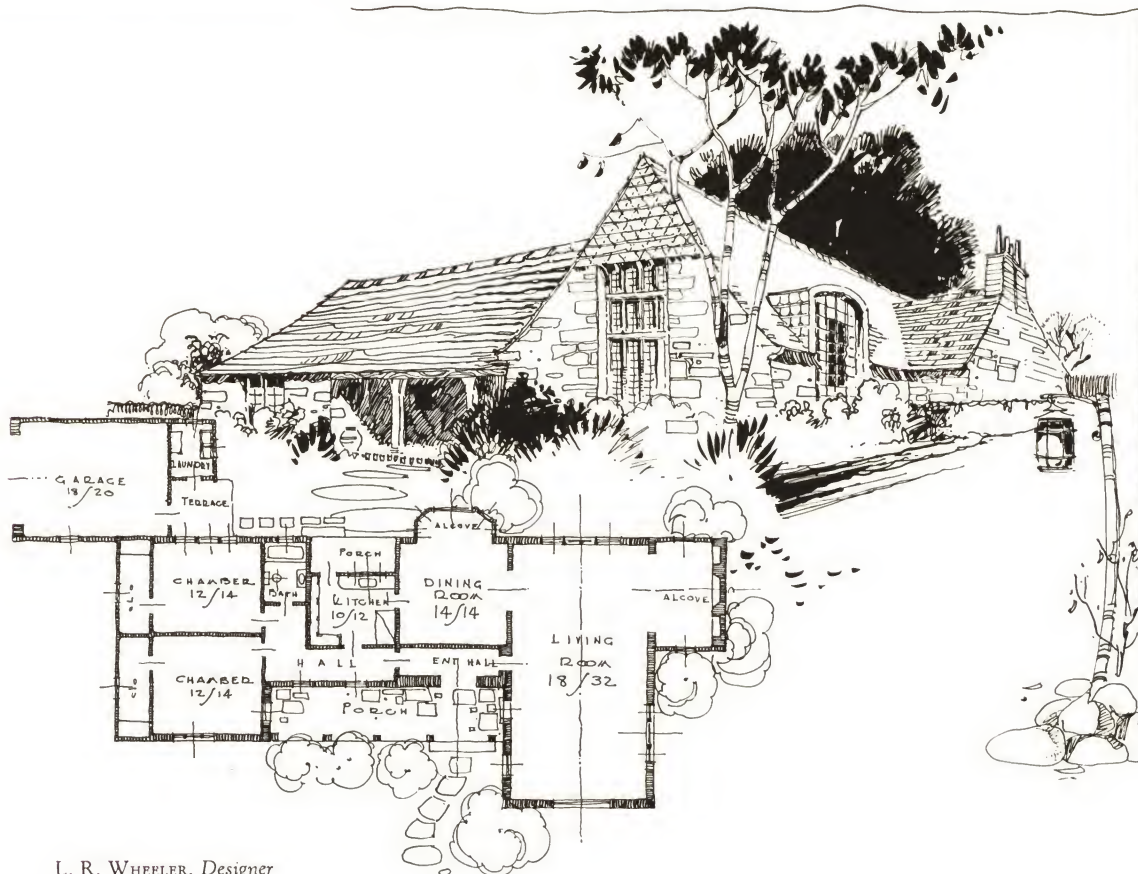
SPANISH architecture seems naturally at home under the blue skies of the West. In this well designed little six room home the treatment of the roof lines is distinctive. Surmounting the light colored stucco walls is a well proportioned roof of widely varied Pioneer Shingles in Red, Golden-Brown, Green and Multicolor Blends—just the touch of color that is needed. The privacy of the patio, on which nearly all the rooms open, makes it very liveable.

TEXTURE and color are interestingly blended in this attractive seven room home. Rough surfaces of brick, stucco and timber on the exterior are given the needed touch of color and life to crystalize their beauty by a varied arrangement of Pioneer Yosemite Rock Surfaced Shingles of Red, Golden-Brown and Green. The interior arrangement, too, is noteworthy and permits privacy yet accessibility.



W. TUNSTALL, Designer





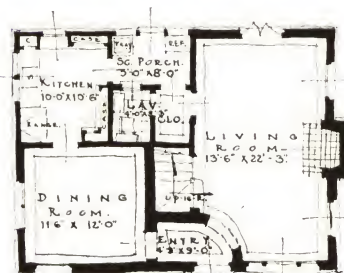
L. R. WHEELER, Designer

THE long, broken roof expanse, the inviting lines and the secluded porch give this lovely five room home a true atmosphere of English comfort. The well-planned interior is different and the great living room with its alcove and fireplace and tall windows offers beauty as well as a pleasant, home-like air.

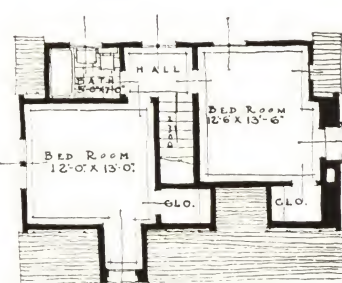
THE charm of the old world is artistically combined with the modernity of the new in this typical little French rural home. Two stories and five well-arranged rooms at a very reasonable cost. The gay roof of Multi-colored Pioneer Yosemite Rock Surfaced Shingles adds to its native beauty and economy of upkeep.



JOHN P. JONES, Designer



FIRST FLOOR PLAN



SECOND FLOOR PLAN

The Super Jumbo Size—
can be applied in a variety
of unusual patterns
without sacrificing fire
safety or weather-
tightness.



Individuality

The result of roof color and design!

ROOF DISTINCTION—that much sought quality—is attained to a perfect degree in this beautiful thatched effect. Here is individuality, good taste, color harmony and underlying the beauty and simplicity are the practical features with which Pioneer Yosemite Rock Surfaced Shingles are permanently endowed.

Fire safe, with resultant lower insurance rates on home and contents; water-proof; weather-tight; durable; years of service without repairs; the expense of painting forever eliminated! They are made in the four colors shown above and in the new Nile, Autumn, Copper and Multi-color Blends—all as permanent as the non-fading Yosemite rock with which they are heavily surfaced.

Pioneer
Yosemite Rock Surfaced SHINGLES

For Re-Roofing

PIONEER Yosemite Rock Surfaced Shingles go right over the old roof saving much needless expense—and they are sold on easy time payments for re-roofing purposes. Investigate this plan—they are sold by Lumber, Building Material and Hardware Dealers.

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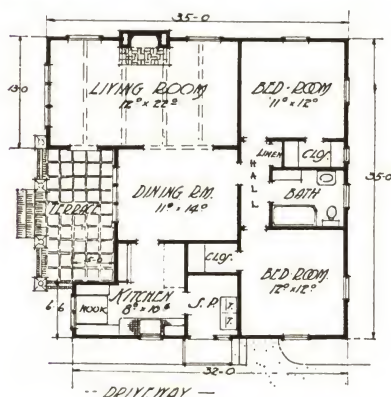
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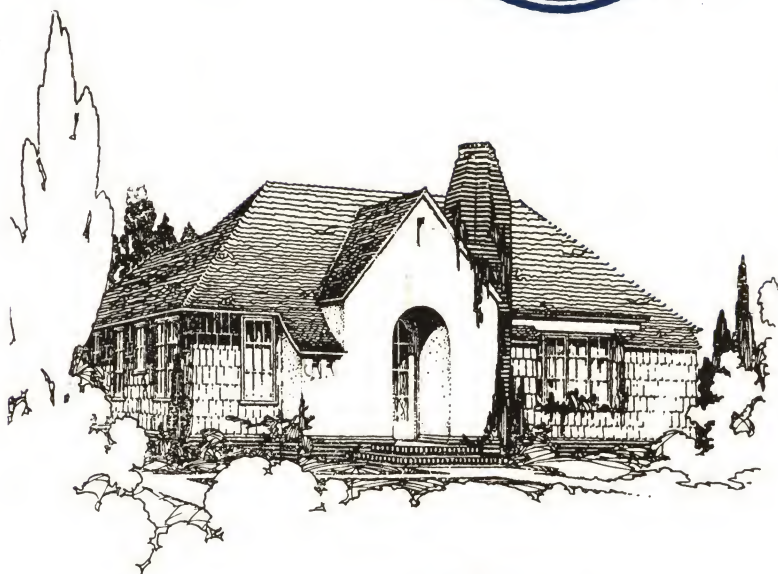




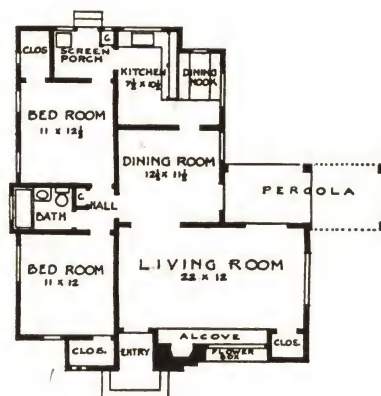
LOMAX L. TURNER, Designer

A **S**PLENDIDLY planned little English home that can be built at very moderate cost. A well arranged kitchen, large living room and privacy yet convenience, for bedrooms and bath, make it very desirable and the exterior is certainly attractive. With a color scheme of white, cream, or gray for the body of the house, light trim and dark sash and a variegated roof of Autumn or Copper Blend Pioneer Yosemite Rock Surfaced Shingles, the home would harmonize well with the beauties of garden and blue sky.

DIGNITY, unity and charming simplicity characterize this comfortable little five room dwelling. Nice interior arrangement and roominess, for a small home, promise comfort—and, in considering comfort, the roof of Pioneer Shingles should not be overlooked. The insulating qualities of these shingles insure a cool interior in the warmest weather and warmth and fuel saving in winter. For a roof of this proportion, a solid green would go well with the red brick chimney and light tan or gray body of the home.



ERNEST IRVING FREESE, Architect



Fire Protection for the Home

By T. H. Searle

Insurance Adviser

OF the numerous effective methods for protecting one's dwelling and its contents from loss by fire, it is safe to say that the majority of these must be classified under the heading of "Extinguishers"—in other words, they are available only after a fire has started. There is, however, one measure that is entirely a preventative against fires of external origin. This preventative is the application of a fire resisting roof.

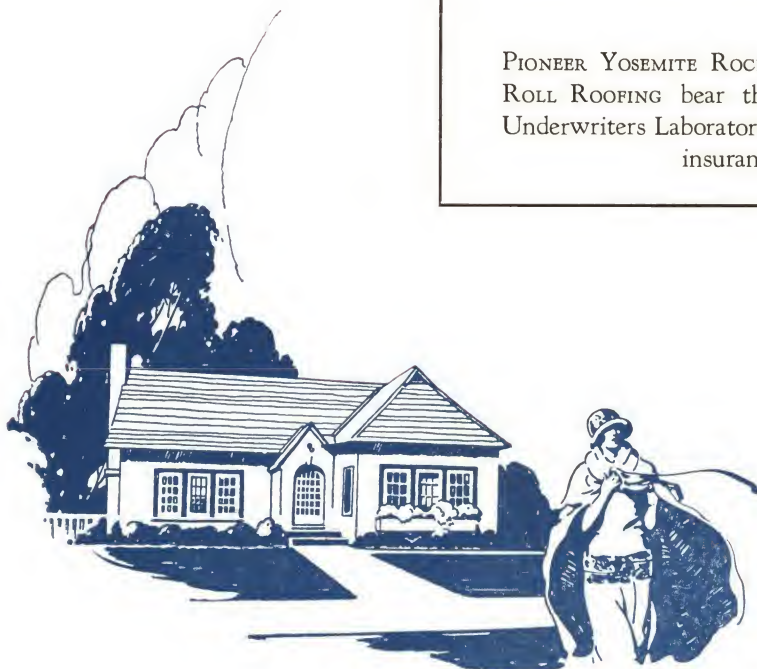
The old wooden type of shake, or shingle, which has done duty for many years, is now looked upon by Underwriters as obsolete and, furthermore, as constituting a menace. It is always recommended that the roofing for the home be so constructed that burning embers and sparks from an adjoining building will not cause an additional fire. Because of their proved fire safeness, the Underwriters have allowed a credit on dwellings, frame buildings, apartment houses, private garages, stables, etc., on which the roofs are entirely of metal, tile, slate, asphalt shingles or tar and gravel. In insurance parlance, these are known as "composition roofs" and, when used on the ordinary frame dwelling, they allow a substantial premium reduction on insurance carried over a period of three years. There is no

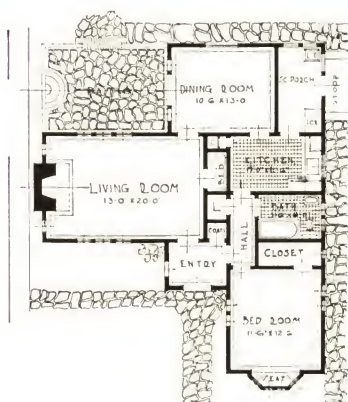
better way of learning the loss experienced on dwellings than through the National Board of Fire Underwriters as they have complete records of the percentage of loss on each classification of risk upon which fire insurance is written. Furthermore, their information shows that at one time there was serious talk, among certain groups, of passing municipal legislation against the use of wood shingles. But, inasmuch as this would work a serious hardship on the wood shingle manufacturer, an alternative was adopted and, to encourage home builders in taking every precaution, the Underwriters have allowed a credit on composition roofs instead of adding a charge for wood shingle roofs.

A still further example of the advantages of the composition roof is shown in the case of fires occurring in attics. These are frequent and usually due to defective wiring. In such cases, it is seldom necessary to remove or destroy the roof to complete repair work as most types of composition roofing may be removed intact and replaced after the repairs have been made. Such is not the case with the wood shingle roof as this removal is impossible without complete destruction of the shingle itself.



PIONEER YOSEMITE ROCK SURFACED SHINGLES and PIONEER SUPER QUALITY ROLL ROOFING bear the above Class C Label—the endorsement of the Underwriters Laboratories. This is your assurance of fire safety and lower insurance rates on both home and contents.

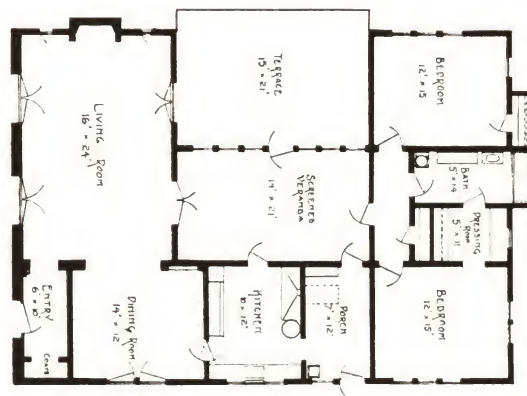




T. A. REYNOLDS, ESQ., Designer

ECONOMY seems the keynote in this beautiful little home. It is so planned that it affords advantageous use of every square foot at a saving of materials. The use of Pioneer Yosemite Rock Surfaced Shingles is also an economy—they make a roof that is durable, free from expense in upkeep and permanently beautiful. An ideal color scheme would be light tan or light blue stucco, weathered trim and Nile or Copper Blend Shingles.

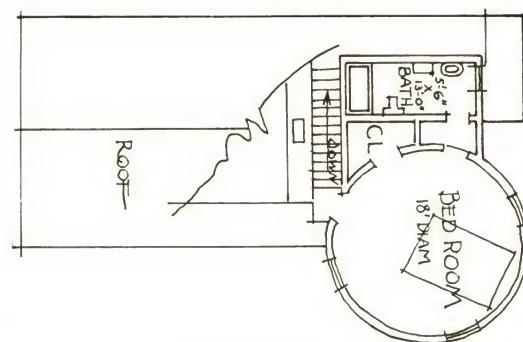
A SCREENED veranda and terrace on the secluded side of this pretty home promise plenty of outdoor comfort. Large, well arranged rooms carry out the air of comfort and hospitality that is reflected in the exterior. Simple lines—the elimination of unnecessary adornment—add to its charm and, with weathered plaster walls, dark timbering and light sash, a roof of solid green, Nile Blend or varied mixture of solid reds and greens would prove very attractive.



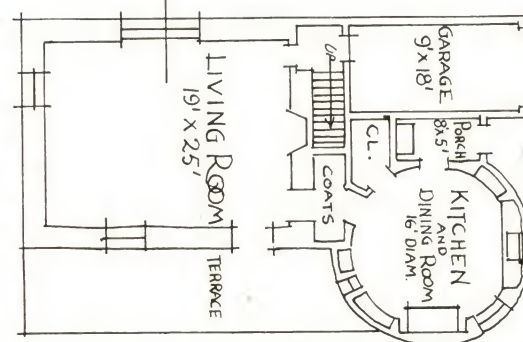
WILLIAM BRANDT
Designer



SIDNEY W. LIVINGSTON, Designer



SECOND FLOOR PLAN



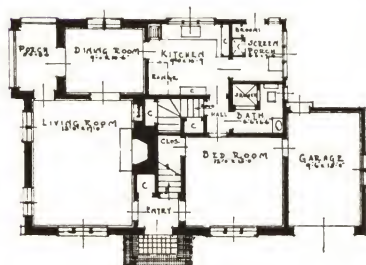
FIRST FLOOR PLAN

ORIGINALITY distinguishes this delightfully different little home and, in its quiet, unified simplicity, there is also real economy. The interior is attractive and comfortable and the tower, beautifully proportioned roof and non-fading red Pioneer Shingles make it beautiful and appealing.

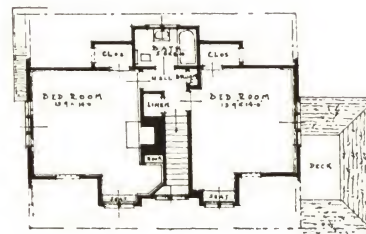
ANOTHER English type home that appeals to the majority. Its simple, rustic beauty is greatly enhanced by the skillful handling of its roof expanse with non-fading Pioneer Yosemite Rock Surfaced Shingles. The many large windows afford plenty of light and air for an altogether lovely interior.



AUBREY F. ST. CLAIR, Designer



FIRST FLOOR PLAN



SECOND FLOOR PLAN

Pioneer Super Jumbo
Strip Shingles—a big,
thick strip that makes an
attractive and weather
tight roof.



An Investment that protects and beautifies

A ROOF of Pioneer Yosemite Rock Surfaced Shingles is an investment in beauty for your home and moreover, one that protects your entire investment in the home and its contents. In addition to shielding the walls, the framework and the interior of the structure from the ravages of time and the elements, it is constantly guarding them from the dangers of exposure fires—from flying sparks and embers. And this fire resistance is endorsed by the National Board of Fire Underwriters—a point that lowers insurance rates on both home and contents.

Let their beauty and non-fading colors enhance the value of your home while their invulnerable armor reduces depreciation and the element of fire hazard!

Pioneer
Yosemite Rock Surfaced SHINGLES

Easy Payments for Re-Roofing

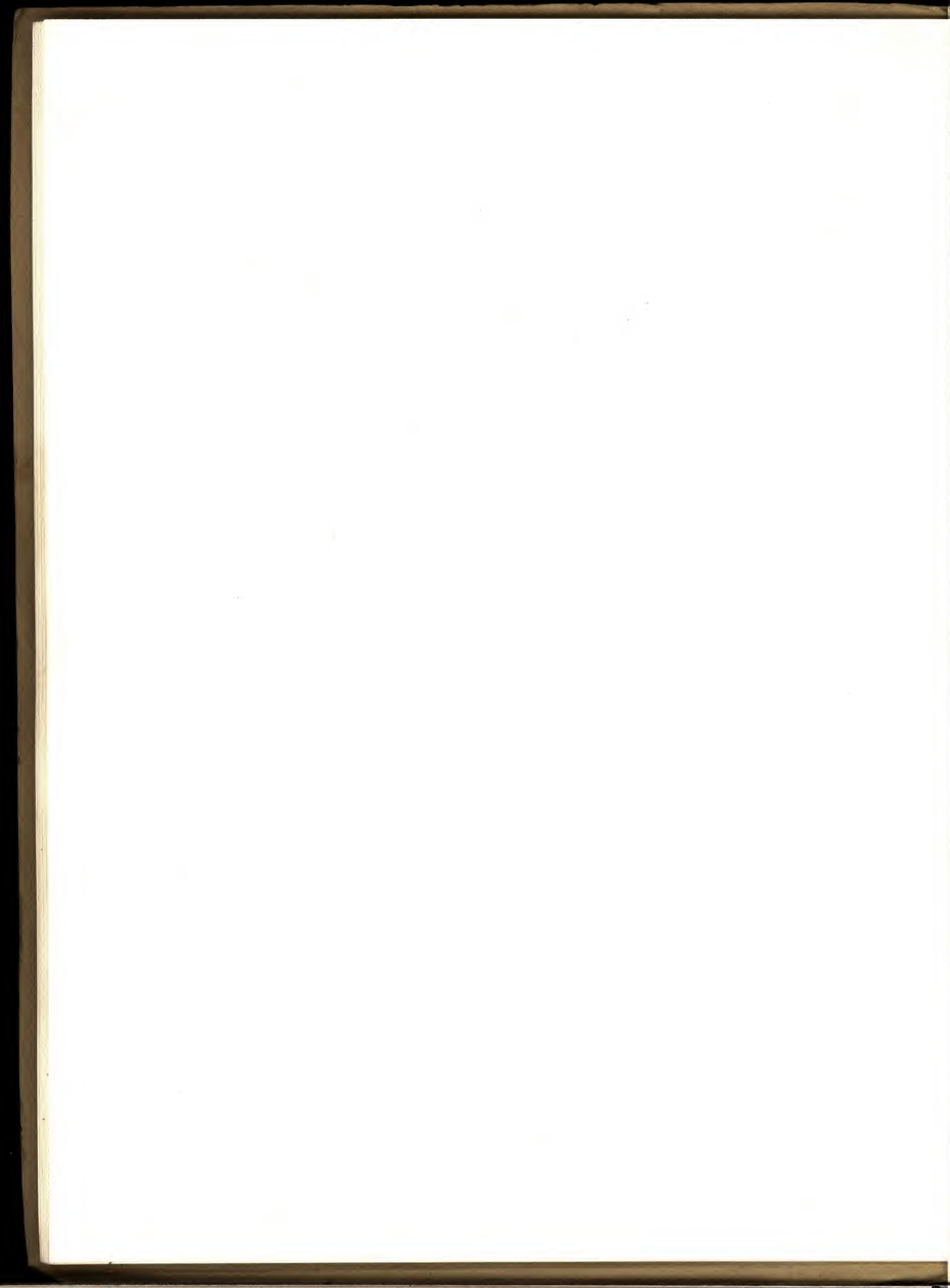
WHEN you re-roof with Pioneer Yosemite Rock Surfaced Shingles it is the highest type of economy and furthermore you may pay for the work on easy time payments. Ask about this plan—at Lumber, Building Material and Hardware Dealers.

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Pioneer Manufactures a Complete Line of Roofings and Building Papers



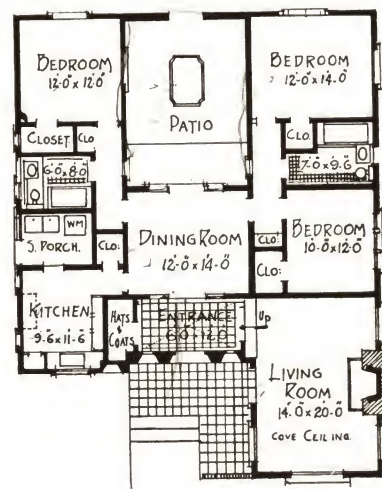




ERNEST IRVING FREESE
Architect

THIS shows the picturesque and practical possibilities of roofing the Spanish home with Pioneer Yosemite Rock Surfaced Shingles. Well adapted to Western surroundings, it is beautiful in effect and the shingles make it far more economical than the usual Spanish type. The interior is well arranged and very liveable and, due to the excellent insulation of Pioneer Shingles, the traditional coolness of the Spanish dwelling is fulfilled.

A SIX room home with three bedrooms and two baths, a patio and well placed living room, dining room and kitchen—all at a very moderate price, according to the designer's estimate. The large front window and the French doors assure a very pleasant living room and the kitchen, like many in modern homes, is placed at the front—a feature that saves time and many steps for the housewife. An attractive exterior surmounted by the well designed Pioneer roof makes an altogether charming appearance.



F. H. P. PARR, Designer

Insulation In Homes—

By J. J. Backus

Building Inspector

FROM time immemorial, people have been building houses for the purpose of protecting themselves against heat, cold and the elements.

The first houses were of very primitive construction, usually consisting of forked poles stuck into the ground and supporting other poles in a vertical position. These vertical poles were covered with smaller branches of trees and thatched with leaves and grass to form a roof. As time went on this type of structure was improved by enclosing the side walls with brush or wattle plastered with mud. Further improvement resulted in the log cabin which was widely used in the days when settlers made American history. Down through the generations we have had constant improvement until today we have the frame, brick, steel, and concrete buildings.

Here in the West, owing to the extreme mildness of the climate, it was not thought necessary to take the same precautions against heat and cold as has been done in many of the colder portions of the United States and other countries. However, the desire to live under better conditions has brought a change—even in sunny California and the entire western part of America, there is a disposition to build better and to give more forethought to the comfort and convenience of the occupants of the home.

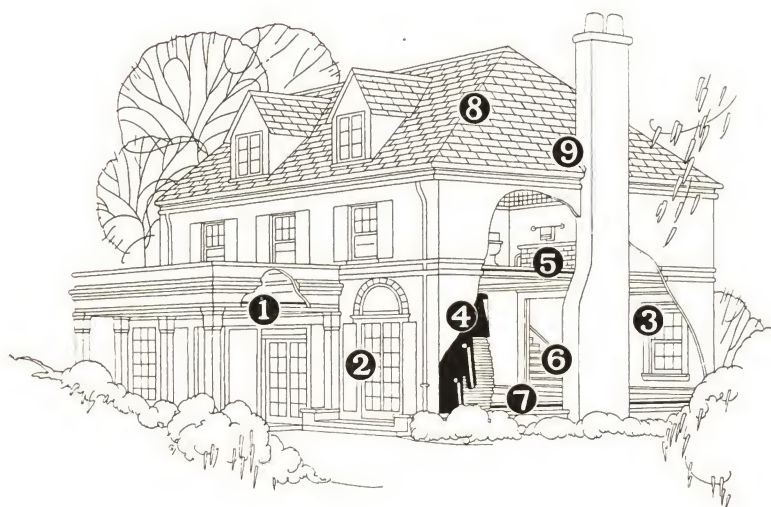
One of the most important things, which has been overlooked to some extent, is the proper insulation of floors, walls and ceilings. Insulation that will protect the interior from heat and cold—that will make a cool home in summertime and a warm one in winter. Such

insulation may be accomplished in many ways. In a frame building, for example, the use of heavy papers on the studding and joists is very effective when applied to the walls before the plaster, and to the joists before the flooring is laid. There are also many qualities of felts, or near felts, on the market which are very acceptable for insulation purposes—when properly installed in a structure they give excellent results in the way of insulation.

In England and some of our Eastern states, timber houses have been well insulated with brick built in between the timber walls. This is unnecessary in mild climates, however. There are also compounds on the market which may be used to fill in between the studding and between the joists to provide insulation against heat and cold and also against the transmission of sound. The latter is of great importance in apartments, office buildings and hotels and in many instances, the insulation, if properly placed, is an excellent fire retardant, effectively preventing the rapid spread of fire.

In brick and concrete buildings a furring of the walls is a very excellent means of insulating against dampness and is coming into use more and more. Sometimes hollow tiles are used for the purpose of insulating buildings of this character and the results are excellent.

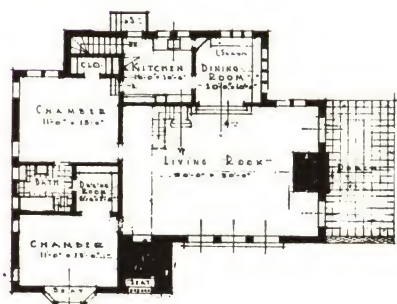
In conclusion, I must say that it is my opinion that in the future much more attention will be paid to the matter of proper insulation in residential buildings. The great American people have, and always will, demand improvement—something a little better in the way of comfort.



Key to Insulation Diagram

The accompanying illustration shows some of the various points in the home which must be protected with insulation and waterproofing.

- 1—All decks and similar exposed surfaces must be thoroughly waterproofed.
- 2—Around doorways, both waterproofing and heat and cold insulation must be applied.
- 3—Wall construction around windows must likewise be made snug and weathertight.
- 4—Between all walls and partitions, waterproofing, heat and cold insulation and sound deadening are essentials.
- 5—Under tile or composition floors and walls in bathrooms, waterproofing is absolutely necessary.
- 6—To prevent warping and creaking and the transmission of heat and cold, stairways must be protected with insulating papers.
- 7—The beauty of hardwood floors is soon lost if insulating papers have not been applied between them and the sub-flooring.
- 8—A roof of Pioneer Yosemite Rock Surface, Shingles needs no further insulation—it is perfect. But with tile or any other type of roofing, both waterproofing and insulation against heat and cold are needed.
- 9—Around chimneys and flashings, the joints must be tightly sealed with insulating compounds to make them waterproof and weathertight.



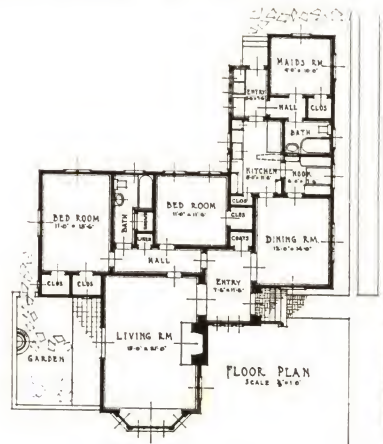
WM. ALLEN, Architect

BRIGHT with cheerful colors, yet soft and restful in effect—these notes dominate this charming English home of brick, economically roofed with Copper Blend Pioneer Yosemite Rock Surfaced Shingles. An unusually large and well lighted living room opening onto a veranda assures a pleasant place in summer, and, with the great fireplace, one that will also be popular in winter. This well built home can be reproduced at a very reasonable cost.

ANOTHER little six room home, with two baths and three bedrooms, which may be used to accommodate a small family and a servant, or a larger family. While considerable thought has been given to the plan, it is the exterior that seems most noteworthy, for it emphasizes the charm of an attractive approach. Wooden casements, stucco walls and the warm Red Pioneer Shingle roof all lend an air of welcome.

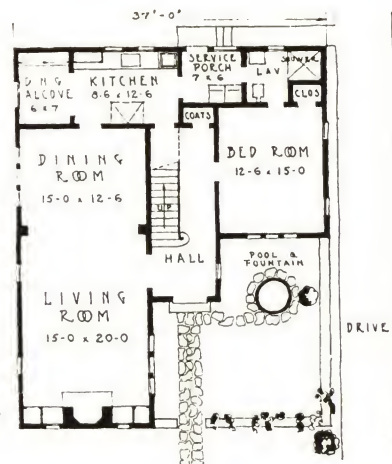


W. EUGENE SAXTON, Architect

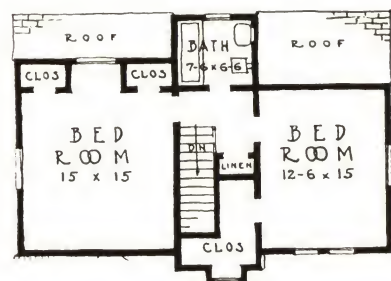




ROY L. JONES AND DICK M. WARD, Designers



FIRST FLOOR PLAN



SECOND FLOOR PLAN

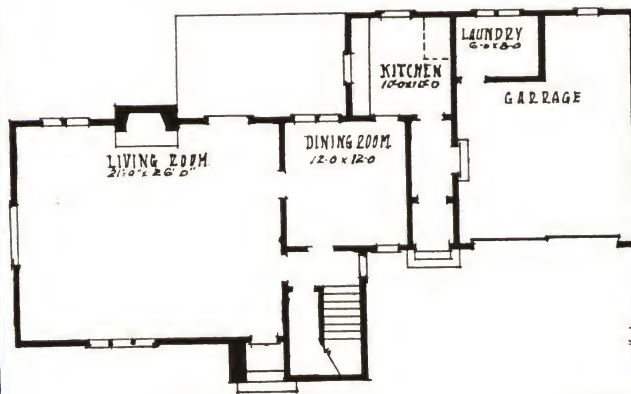
A PLEASING and practical home in which stucco has been employed to great advantage in making a subdued background for a roof that is alive with color appeal. The walled-in garden lends an air of privacy and seclusion and forms a lovely outlook from most of the rooms.

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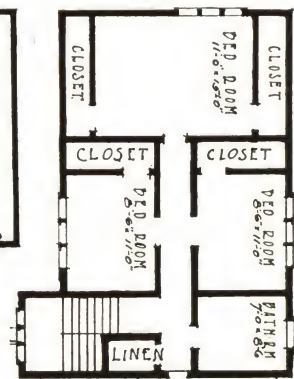
CONVENIENCE and spaciousness, both upstairs and down, characterize this comfortable English type home, which can be reproduced at very moderate cost. A very charming color combination is obtained with the fire safe Pioneer Yosemite Rock Surfaced Shingles, in Nile Blend or a variegation of reds and greens, topping the plastered walls.



HERBERT A. WELCH, Designer



FIRST FLOOR PLAN



SECOND FLOOR PLAN

Pioneer Standard Square
Butt Strip Shingles—
beautiful in effect and
most economical.



The Roof of No Repairs

A ROOF of Pioneer Yosemite Rock Surfaced Shingles is more than a thing of beauty—it is an outstanding economy! Their reasonable first cost is their only cost. Their unfailing protection against weather and time; their absolute fire safety and the resulting low insurance; their beautiful and non-fading colors, which eliminate painting and staining—these things combine to reduce their cost to an amazing minimum. And their beauty and charm add value to the home while their freedom from repairs saves many dollars every year!

For a moderate down payment and the balance spread over a period of from six to ten months you may re-roof your home with these durable and permanently beautiful shingles now!

Pioneer
Yosemite Rock Surfaced SHINGLES

Permanent Colors

THE most complete range of absolutely non-fading colors obtainable — Red, Green, Blue-Black, Golden-Brown and four wonderful blends.

Sold by Lumber, Building Material and Hardware dealers in every practical size and shape.

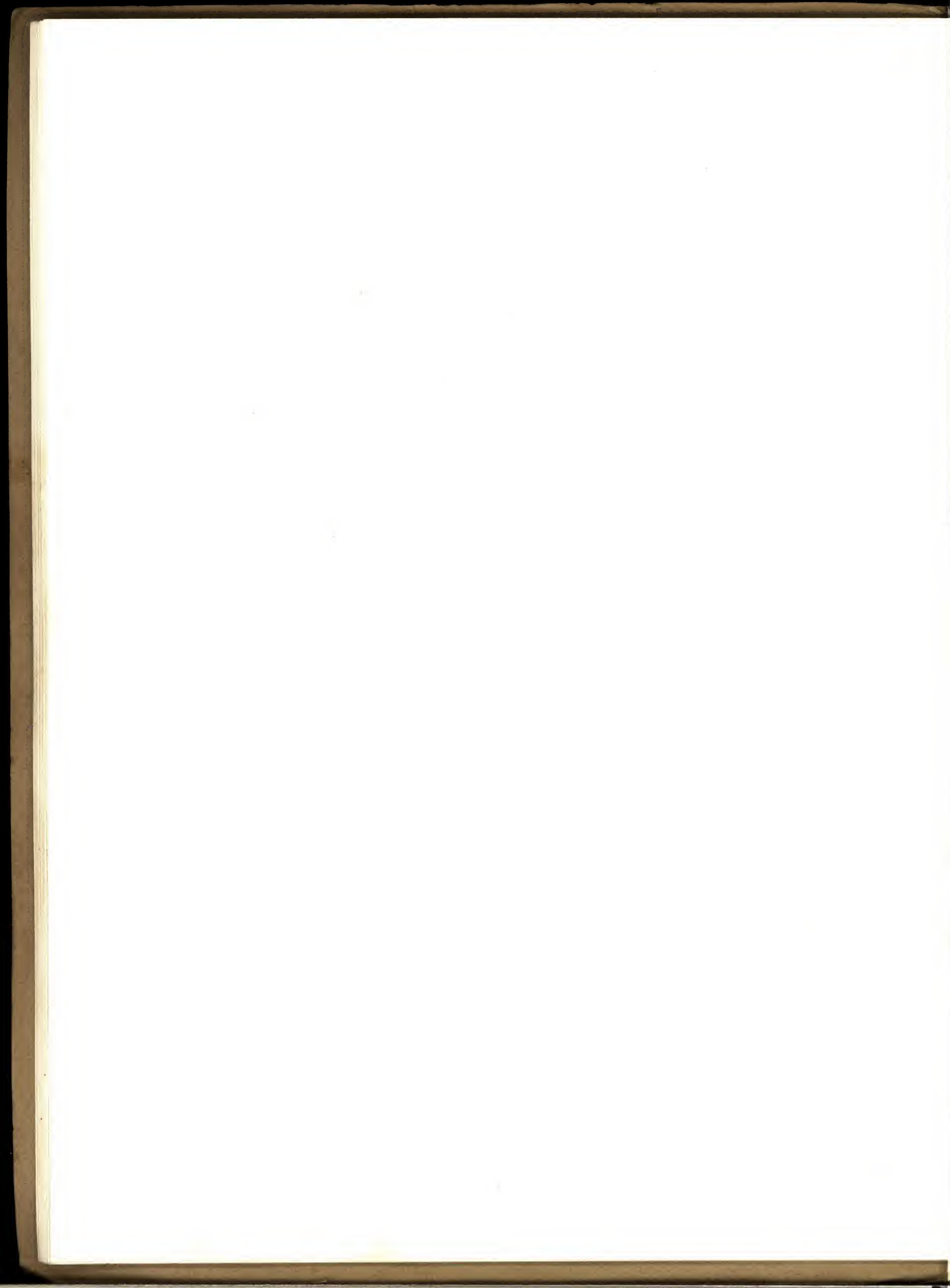
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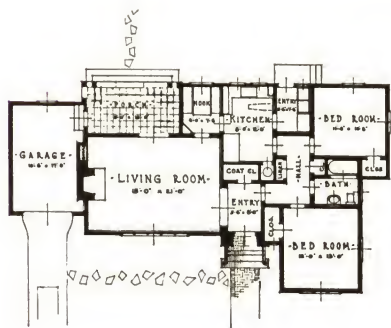
Pioneer Manufactures a Complete Line of Roofings and Building Papers





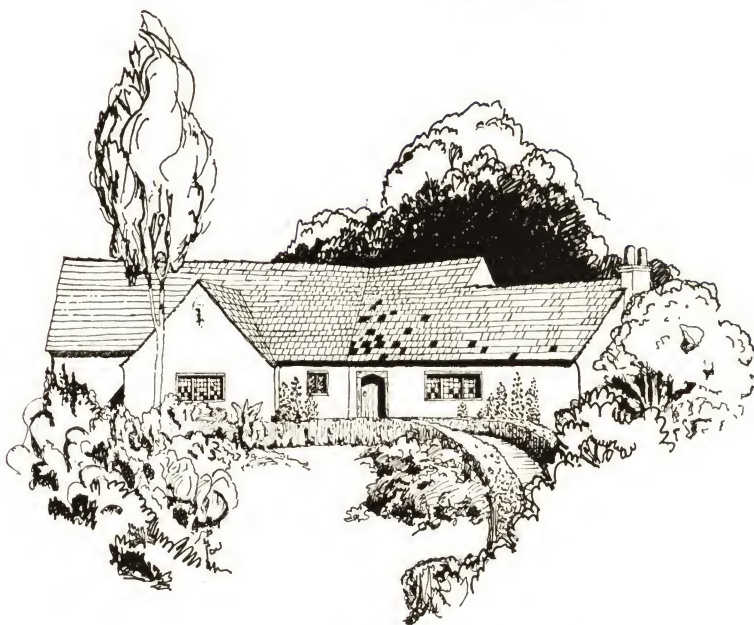


AN up-to-date little dwelling with a well arranged interior and embodying the new idea of building the garage onto the home. Long, unbroken roof expanses such as this are particularly suitable for the irregular laying of Pioneer Yosemite Rock Surfaced Shingles in multi-color effects with variegation of the different blends.

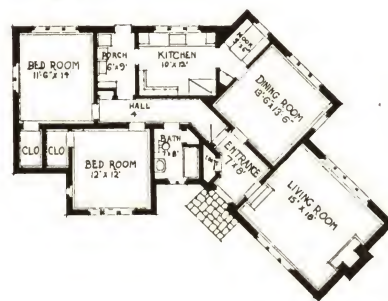


W. EUGENE SAXTON, Architect

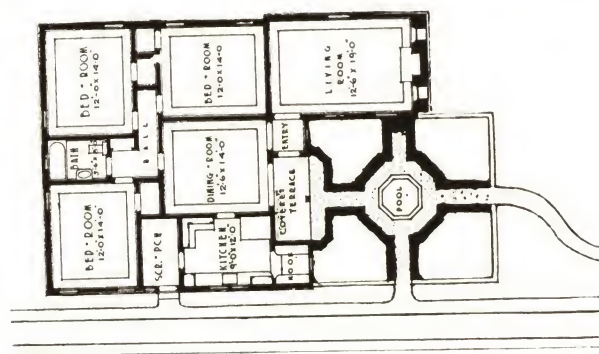
HERE is a plan that would work out nicely on an odd shaped lot—one nearly as wide as it is deep. The large living room, which is lower than the rest of the house, together with the well planned grouping of kitchen, nook and dining room, make an interesting interior. A harmonious colorscheme can be obtained with solid green or Nile Blend Pioneer Shingles contrasting with the light stucco walls.



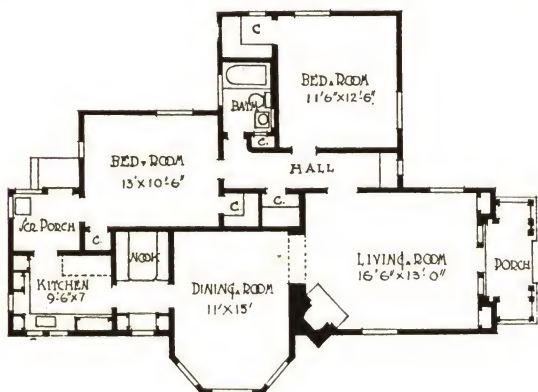
MERRILL WINANS, Designer



A PRIVATE garden, together with outdoor natural beauties, make a lovely setting for this roomy little Spanish home. Unobtrusive, yet striking in its simplicity with its decorative roof of Multi-colored Pioneer Yosemite Rock Surfaced Shingles. A desirable feature is the way the bedrooms are planned conveniently near the bath.

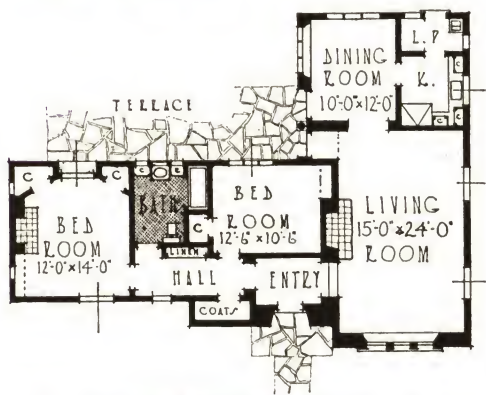


URIE McCLEARY, Designer



ERNEST IRVING FREESE,
Architect

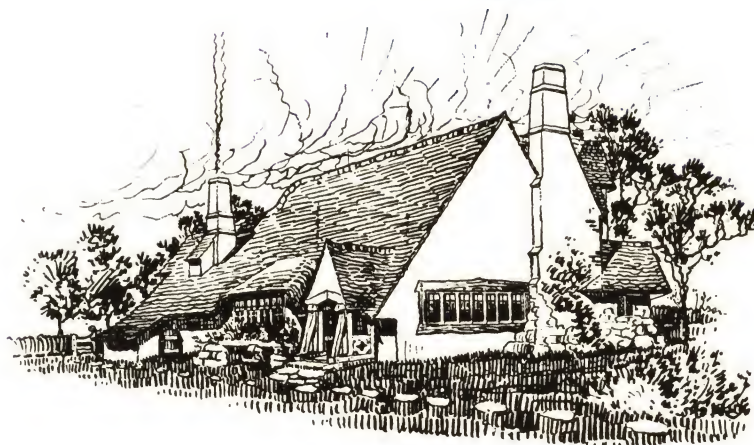
LARGE, airy rooms and very practical interior arrangement are pleasing features in this attractive five room English home. There is a desirable degree of privacy and still easy accessibility to all parts of the house. On a roof of this pitch the rugged texture of the crushed rock surfacing on Pioneer Shingles shows to advantage and also makes them durable and fire safe.



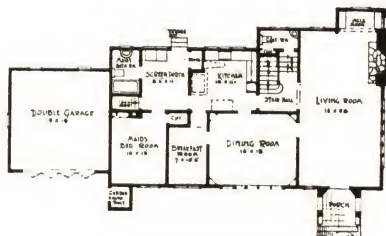
GERARD R. COLCORD,
Designer

HERE is a very nicely planned interior with big fireplaces in both living room and bedroom. The rooms are light and airy and, with the majority of them opening onto the terrace, there is an assurance of pleasant outdoor life. The exterior is unusual, the gay colored Pioneer Yosemite Rock Surfaced Shingles forming a beautiful contrast for the stucco walls and chimneys. And, with so many chimneys, these fire safe, spark proof shingles are really a necessity.

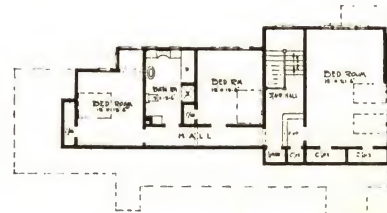
HERE is a lovely home of eight rooms and nook that suggests the wooded dells and country lanes of old England. Its simplicity and picturesqueness attract wide attention and favorable comment. The exterior is possessed of charm and dignity and the long expanse of roof is particularly adaptable to Pioneer Yosemite Rock Surfaced Shingles—not for their color and texture alone but because their great economy is an important feature in roofing so great an expanse.



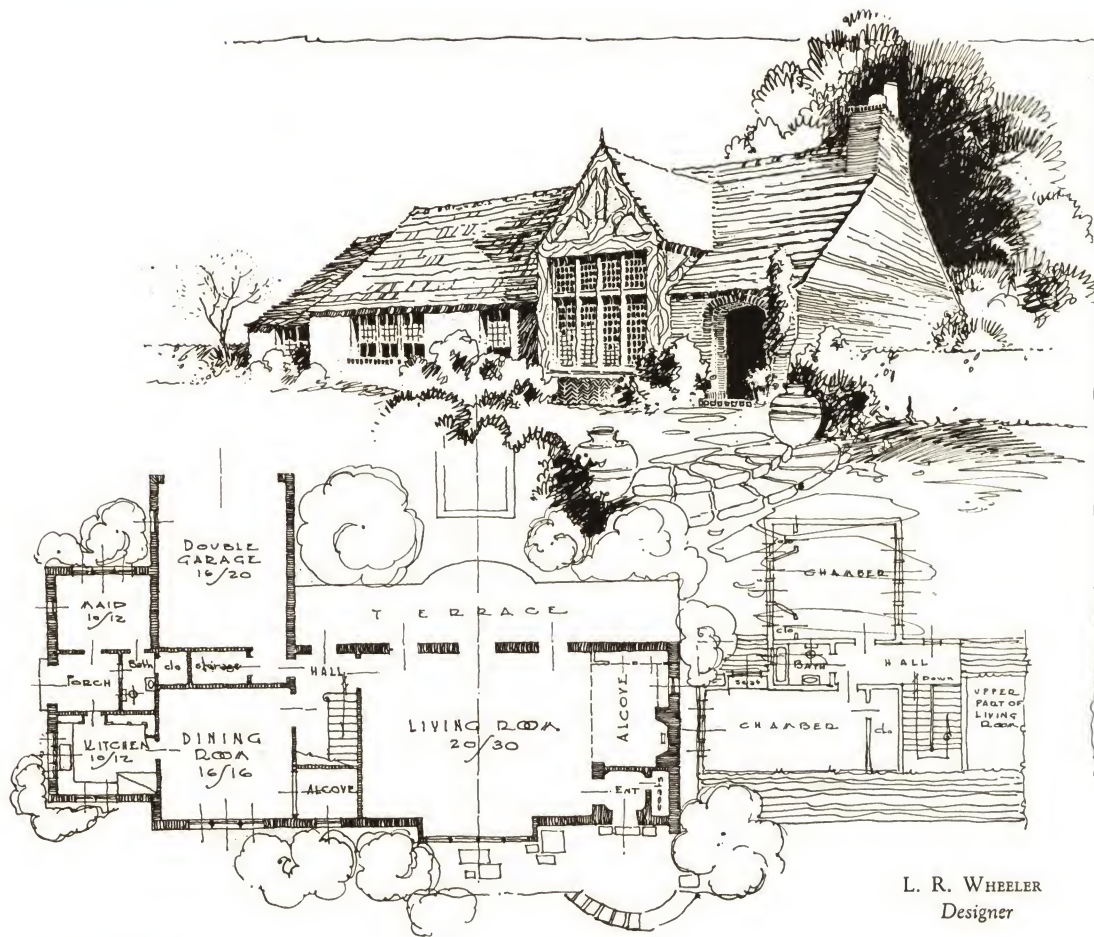
EDWARDES SPROAT, *Designer*



FIRST FLOOR PLAN



SECOND FLOOR PLAN



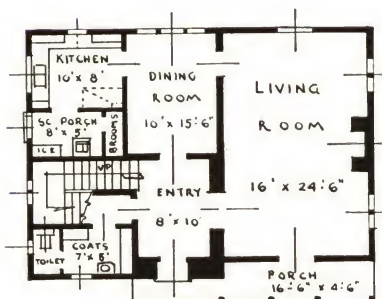
THE plan above shows an unusually interesting and inviting home of Spanish-Colonial lines. Everything for comfort and convenience is embodied and the exterior suggests snug comfort in any weather which is further assured by a beautiful roof of weather-tight Pioneer Yosemite Rock Surface Shingles.

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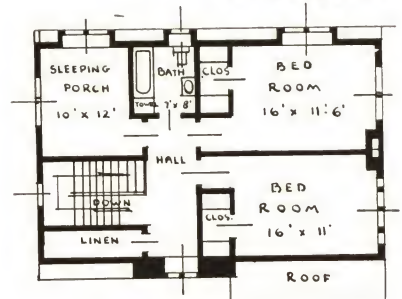
THE large, sloping roof of this beautiful two-story English home forms a mantle of lovely color surmounting the rough plastered walls and dark brown timbering. The floor plan is good and assures the comfort the exterior suggests.



CYRIL W. LEMMON, Designer



FIRST FLOOR PLAN



SECOND FLOOR PLAN

The beautiful Autumn
Blend in the Pioneer
Super Jumbo size



Your Home Deserves This Beauty and demands this fire protection—

MILLIONS of dollars, representing the homes and savings of thousands, are lost every year in fires due to flying sparks and embers alighting on exposed roofs! Millions of dollars—the price of false economy! Over a long period of years it costs far less to own a roof of Pioneer Yosemite Rock Surfaced Shingles because it is a roof that combines beauty with fire safeness and real economy!

Their fire resistance is endorsed by the National Board of Fire Underwriters—a feature that lowers the insurance on both home and contents. Their beauty of color and texture is endorsed by thousands of home owners and builders. Both features are obtained through a heavy surfacing of crushed rock from Yosemite—as non-fading, permanent and durable as time itself!

Pioneer
Yosemite Rock Surfaced SHINGLES

Economical Re-Roofing

PIONEER Yosemite Rock Surfaced Shingles are the most satisfactory and economical shingles for re-roofing, as well as for new homes. They go right over the old wood shingles—saving much expense—and they are sold on easy time payments by Lumber, Building Material and Hardware Dealers.

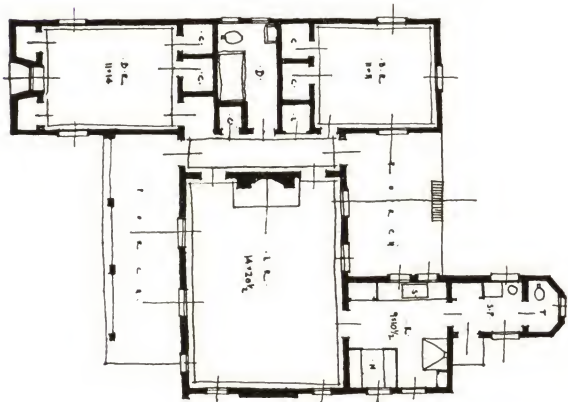
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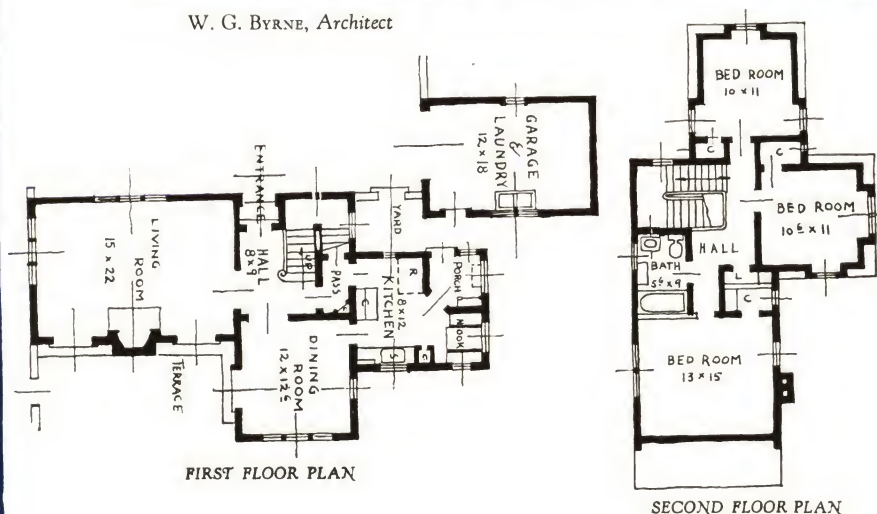
L. E. KORN, Architect

A **N**OTHER commodious little Spanish home of real beauty and worth — a picturesque composition that is most suitable for this sunny climate. Imagine it in a setting of pepper or eucalyptus trees — with light and shadows playing over its rough plastered walls and rich, red roof of Pioneer Yosemite Rock Surfaced Shingles.

A **F**RRIENDLY looking two-story home with a very practical plan. Unusual, but very artistic handling of the roof lines, gives it a picturesque appearance and there is a certain dignity about it that adds greatly to its charm. Another good feature is the way the garage is placed—while it is connected only by the wall of the rear door yard, the effect is better than if it had been set at the back of the lot.



W. G. BYRNE, Architect



FIRST FLOOR PLAN

SECOND FLOOR PLAN

Points About Landscaping—

By Walter Allen

Landscape Architect

At least one per cent of the cost of your home should be set aside as a fund for landscaping. If you do this you will be assured of a beautiful home, both inside and out.

Most people plan their home, spend nights dreaming of the place which is to be theirs, but forget that there are two sides to every story. In this case, there is an inside and an outside.

For one per cent of the total cost of the home, you can perform wonders with the appearance from the outside. A \$10,000 residence, can be nicely landscaped for approximately \$100. Such a fund will provide the essential plants and necessary shrubbery to give the exterior the proper touch of beauty, in accordance with the type of architecture of the building.

With the essential shrubs planted, you can add from time to time to the landscaping and eventually build cozy nooks in the backyard, ferneries, rose beds, pools and other additions, which always add immensely both to the beauty and value of your property.

Each home is an individual problem in landscaping. There are no rules that work in every instance, for the property must be taken into consideration, the surrounding homes, the way in which the house is placed on the lot, and other points of importance in landscaping.

Of course, the architecture of the house is of first consideration. Proper shrubs, trees and flowers will become as much a part of the exterior of the home as the design of the house itself.

Square corners must be softened with foliage that builds out these corners; the chimney and front door must be emphasized, so that their architectural style will be fully capitalized; the approach to the home must be marked, but never screened from view.

Low plantings and high, slender and bushy, depend entirely upon the location in which they will contribute something to the effect of the home. Just to plant shrubs because they are attractive of themselves, is not landscaping and may oftentimes detract rather than add, to the beauty of the home.

Landscaping extends beyond the mere selection and planting of shrubs. Landscaping under the California laws is classed as a profession. It is the architectural work of the grounds. It takes into consideration the location of the home upon the property, the laying of walks and roadways, walls and fences. In fact, to properly landscape a home, the landscape artist must be first on the job, even before the architect. Then, when the right effect has been visualized for the entire home, the landscape artist and the architect can work together in building that effect, both into the style of the house and the style of its setting.

So much for the foliage which builds out the architecture. Now, let us consider the colors, which will be found in the proper selection of flowers.

There are several things to consider in working out the colors in landscaping. First, are the seasons of bloom of each plant, in order that the home will have an incessant touch of color during all times of the year.

The importance of roof color enters into the subject at this point for both the roof and the flowers at the base of the home must properly blend and harmonize with the house itself. The idea of color in landscaping is to bring out by contrast the beauty of the house.

A white house, for example, needs to be softened in color tone by green foliage, rather than any color at all close to the house. Flowers in the yard of a white house should be placed in beds in the yard, but unless used to balance the roof colors, should seldom be used as a border around the home.

Colors should always be grouped together to be artistic. Reds in one group and blues in another. This rule holds true for all types of landscaping as it is founded upon good taste.

For homes of distinctive colors, the flowers can be grouped or planted as borders, but the colors must be in decided contrast to the color of the house itself. Green is a neutral color and can be used indiscriminately with any type of home or color.

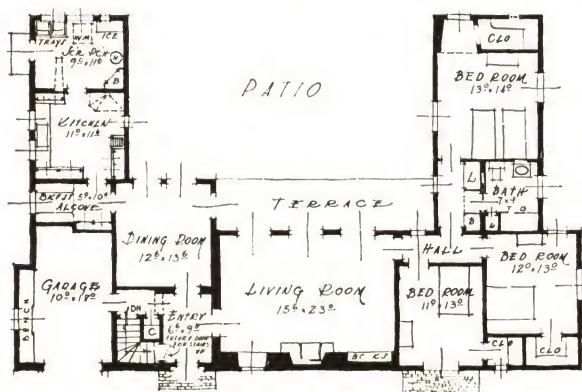
Where the tone of the house is dark or drab, a bright roof of red, green or brown and bright colored flowers will give the proper touch to the landscaping.

As a general rule, roses and other bedding plants should be planted in beds and not as borders. Also, a good rule to follow is to keep the lawn clear of shrubs, except an artistically arranged tree or group of trees where the lawn expanse is unusually large.

The story of the backyard and how it can be landscaped is a story with many chapters. The yard can be made as beautiful as you desire and you will never complete the work of its landscaping. There are so many nooks and corners that can be beautified, so many changes in the bedding and borders, hedges and trees, that the back yard can be almost changed from year to year in appearance and present a never-tiring garden of beauty. Pools and ferneries can be built with rockeries and trickling waterfalls.

The yard can be landscaped to any degree that is desired, but the front of the house, the part that gives it the appearance from the street, must be artistically handled with essential plantings. The landscape architect visualizes the effect and works out plans that provide for you the proper touches which add so much to the beauty of the home.

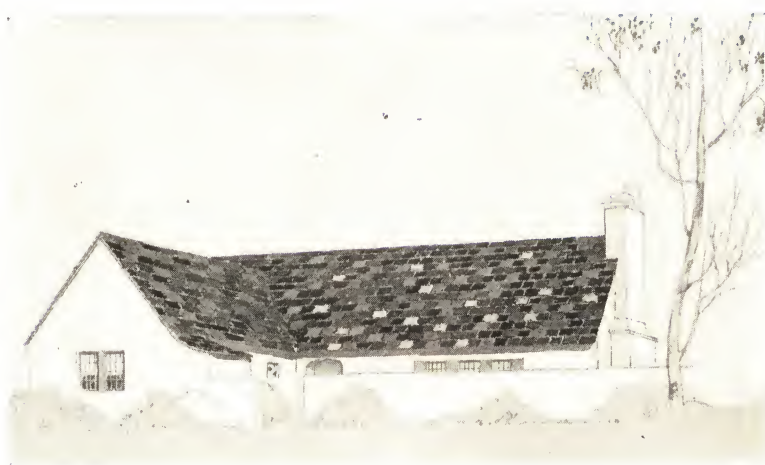




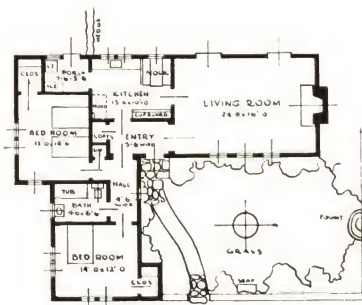
BURWELL F. HAMRICK
Designer

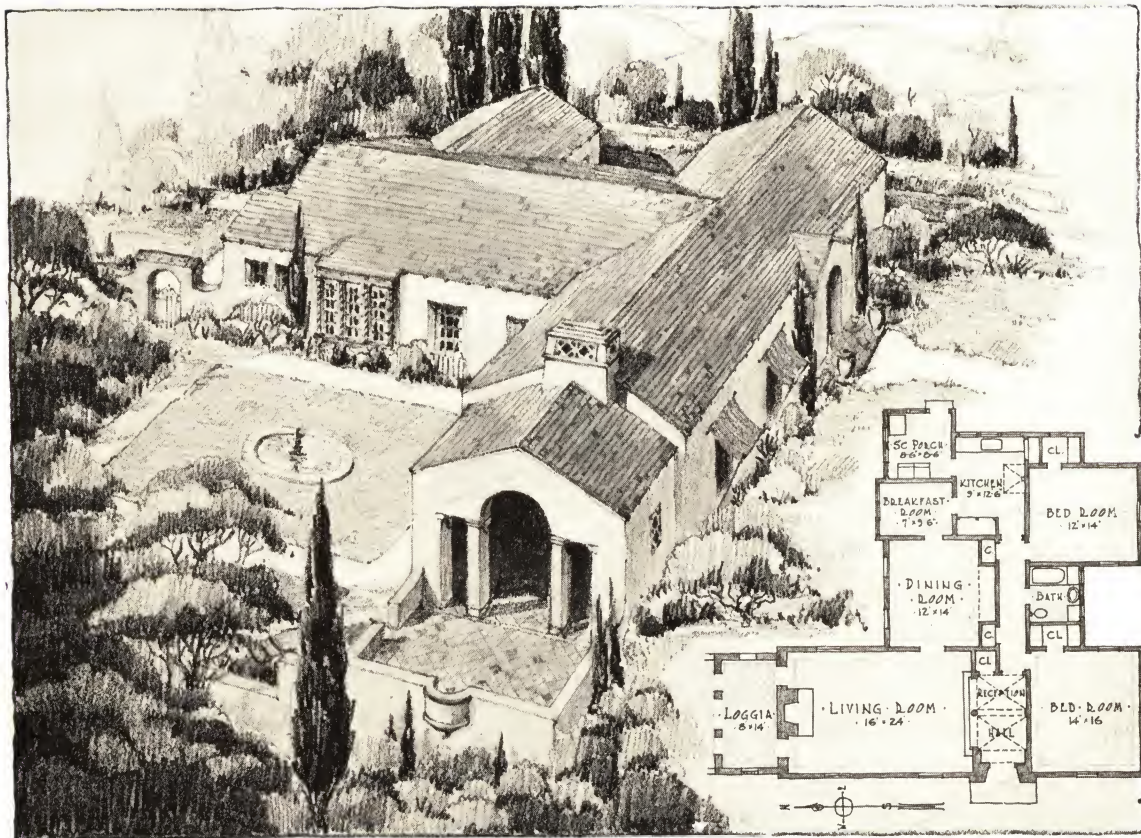
ANOTHER lovely little home of French rural type with its six comfortable rooms grouped about a spacious patio. The modern idea of having the garage a part of the home is convenient and in this case adds to the symmetry of the plan. With unevenly arranged Pioneer Yosemite Rock Surfaced Shingles in soft reds or the subdued Copper Blend, the roof has the appearance of tile yet is far more economical.

HERE is a beautiful little home where a variegated arrangement of beautifully tinted Pioneer Yosemite Rock Surfaced Shingles is virtually indispensable. The graceful lines and strikingly simple exterior require just the touch of color and texture that an irregularly laid multi-color roof imparts. And the broad expanse requires their absolute insulation against heat and cold to assure comfort in the beautifully planned interior.



CALVIN M. BUTLER, Designer





PAUL O. DAVIS, Architect

HERE is a rambling Spanish home of unusual charm and beauty. Again we see the practicability of using warm Red Pioneer Yosemite Rock Surfaced Shingles instead of expensive tile. The plan is good and provides convenience and comfort and also invites the landscape gardener's best efforts.



ENGLISH in every respect and thoroughly modern in its convenience, this pretty home may be built at very small cost. The beautifully proportioned roof is most adaptable to Pioneer Autumn Blend Shingles laid in thatched effect—both color and texture would harmonize perfectly with the plastered walls and timbering.



W. G. BYRNE, Architect

Pioneer Super Jumbo Shingles in the new Nile Blend—a beautiful variegation of reds, greens and golden browns.



Exterior Beauty PLUS interior comfort

PERFECT insulation, in addition to their durability, their beauty and their unfailing protection against fire hazard, weather and time, is but another advantage of roofing or re-roofing with Pioneer Yosemite Rock Surfaced Shingles. During the warm, languorous hours of Summer, a Pioneer Roof insures a cool, comfortable home because it stops the sun's steady rays just as it stops a driving rain! And in raw, cold weather it helps to hold the heat inside the home—it saves fuel bills!

While this may seem an unimportant matter it further proves that in the 37 years we have spent in perfecting Pioneer Roofings of every type we have overlooked nothing—in Pioneer Yosemite Rock Surfaced Shingles we have included every quality that will make them perform every function required of the best roof!

Pioneer
Yosemite Rock Surfaced SHINGLES

Re-Roof Now--- Pay Later!

THAT'S the Pioneer Plan for re-roofing — a small down payment and the balance paid up over a period of from six to ten months. Ask about this plan at Lumber, Building Material or Hardware Dealers.

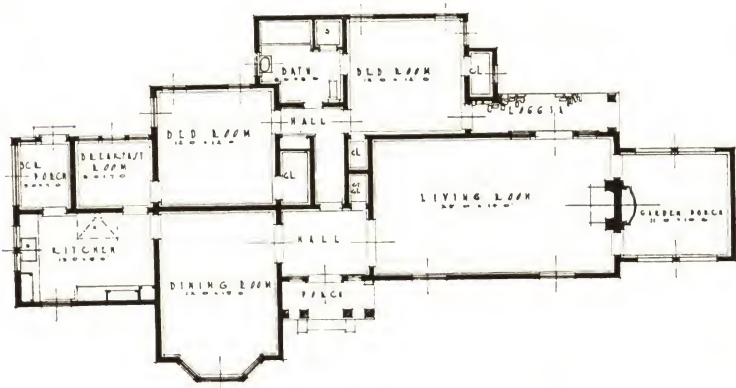
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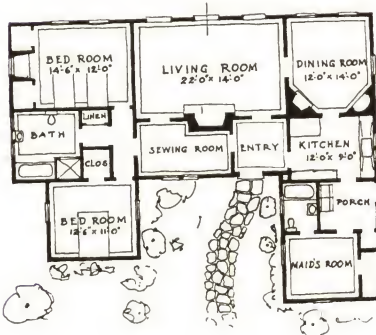




WILLIAM BERGER, Designer

SIX spacious, comfortably planned rooms make the interior of this home most inviting and liveable. Colonial in design, it affords an opportunity for rare coloring—light cream or white for the body, black for sash and dark green for shutters and trim, with the long roof expanse in harmonious Pioneer Shingles of the Nile Blend. A beautiful yet inexpensive home.

TYPIFYING the simple beauty of French architecture, this home is decidedly artistic and romantic. It is one story, compact and well arranged, yet seven rooms make it more commodious than it appears. Set in a pretty, natural background, it is appealing and different. And the cost, including a strikingly beautiful roof of Pioneer Yosemite Rock Surfaced Shingles, is most reasonable.



G. EULESS MASTER, Designer

Decorating and Furnishing The Home

By J. P. MacNeill
Interior Decorator

YOU have often entered, perhaps for the first time, a newly completed house, belonging to friends whose intimate characteristics, whose traits and habits of thought you have known and appreciated for years. And here, in surroundings utterly new, you have found a real home. The interiors have a genuine personality—they are mellow and subtle, and above all, human, warm, and attractive. The house, the home, welcomes you, greets you, enfolds you, even as do the friends who dwell there.

That effect has not been quickly and easily achieved. You are appreciating the result of long hours of thought, many days of accepting and rejecting suggested schemes. These things can not be done by one alone. They can not be accomplished by unguided, and often unguarded, shopping. Neither can they be accomplished by calling in a decorator, giving him an appropriation, and leaving the details and selection to his judgment.

The furnishing of the structure which is to become a home can not be a matter of arbitrary rules and principles. There are no prescribed dosages. The proper way to approach this important and enjoyable task is with a mind open to suggestion, with a general plan as completely worked out as one's natural tastes will permit, with faith in the knowledge and experience of the decorator to be held responsible, and a mutual bond of interest and frankness between decorator and client.

We have here what is almost a new school in art as related to the home. Our architects and decorators are free to originate and adapt, to the greatest possible extent, to produce proper settings for a new type of home life. Not art for art's sake only, but art of the most personal and intimate sort, for the sake of the people who are to live surrounded by it in their daily lives.

There has come a realization that, because a house has been given, let us say, Mediterranean character in its exterior, it does not of necessity follow that this precedent must be rigidly adhered to in developing the interior. The prime consideration must be comfort and liveability. We consider first and foremost the requirements of the individuals in the

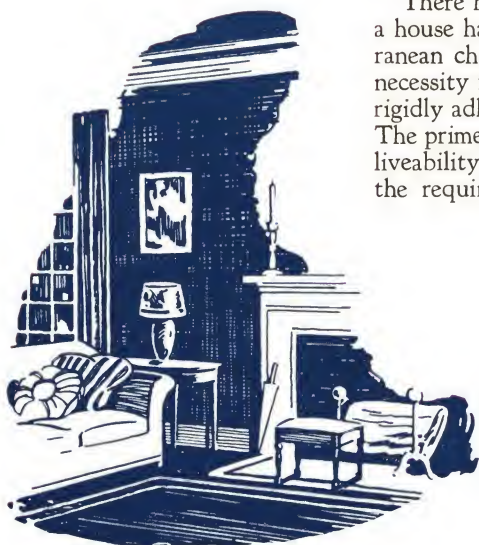
habits which go to make up their personalities. The furnishings which are to minister to these personal comforts and pleasures are the subjects of the first decisions. These matters may properly include many phases.

It may be well that we here transgress slightly on the province of the architect. Let us first consider the bare elements which make up a room. We are faced with four factors, floor, wall, draperies, and furniture.

Consider first the floor. This should be deliberately made inconspicuous, in most cases. It is the background, the foundation, of the room. It must withstand great wear and abuse. It must be easy to keep presentable. And, in spite of these requirements, it should be attractive and architecturally correct. In general, it should be of a reasonably dark color. The use of hard-wood floors in their natural taffy-colored yellow tones is happily going the way of the dodo and the three-toed horse. However, it is seldom wise to swing to the other extreme and use floors of too dark a color. They can hardly be kept presentable because of the prominence given dust and foot-prints. A medium shade, dark, but warm and clean looking, is most practical.

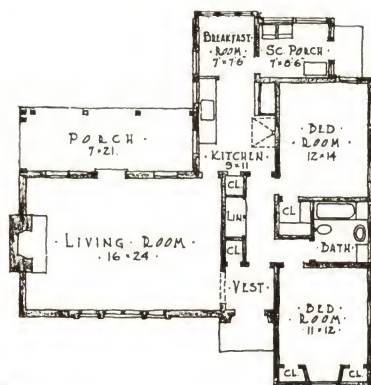
Now as to the walls. Nothing extreme can be long endured, much less enjoyed. This is true of temperatures, sounds, odors, tastes, colors, and, to make a very pertinent analogy—textures. Let the walls have character, by all means. They should be correct in accordance with the architecture of the home. But there is not, and never was, any need or justification for carrying the matter of color and texture to an illogical extreme. If there is any one thing in this world of ours which we should try to keep sane and logical, it should be our homes. It has been said that there is no such thing as Jazz Music. Think that over a moment. The tempers, nerves, furniture, and clothing of many families would be in far better condition today if it could also be truthfully said that there are no such things as the so-called Jazzed Walls. Let textures, where properly introduced, be restrained and logical. Let colors be quiet, restful, of simple range and low tone. Remember, walls are part of the background. They are not the picture. Again, at the risk of overworking a

Continued on page 59



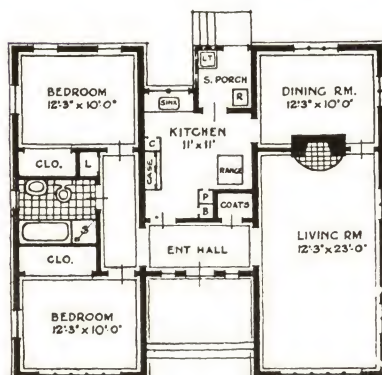


PAUL O. DAVIS, Architect



A BEAUTIFUL and inexpensive combination English-Colonial home of five rooms. The plan is good and, while there is no dining room, a commodious breakfast nook answers the purpose for all but special occasions. The lines of the home are unified, very appealing and would harmonize wonderfully with the usual Western background. Picture this home finished in gray or tan stucco, white sash and trim and a solid blue-black or green roof of durable Pioneer Yosemite Rock Surfaced Shingles.

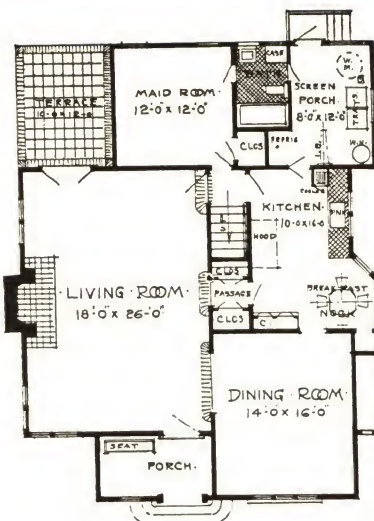
GRACEFUL lines and an air of restfulness and comfort are the first impressions given by this attractive little five room English home. A study of the floor plan shows the compactness, convenience and comfortable arrangement of its interior, and the living room is unusually large and attractive for a small home. Many beautiful color schemes would lend themselves to this architecture but probably the best would be light tan or yellow stucco and weathered timbering with a roof of either Nile or Autumn Blend.



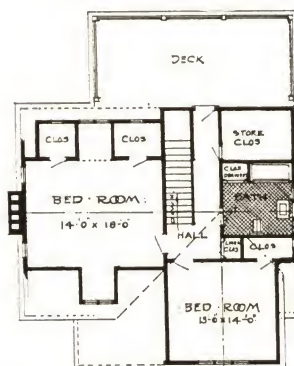
WINHAM MORLEY, Designer



WILLIAM H. KRAEMER, Architect



FIRST FLOOR PLAN



SECOND FLOOR PLAN

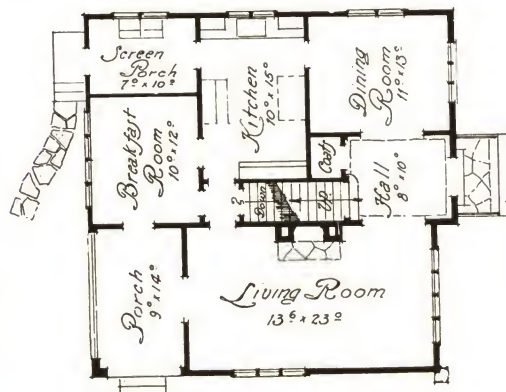
THIS typically American home shows an interesting combination of cream colored stucco and Pioneer Shingles on the side walls and roof. Golden Brown shingles or the lovely Autumn Blend would be ideal. The spacious interior is well conceived and accommodates the average family and a maid. While it is substantially built and well protected with these fire safe shingles, it can be built with comparative economy.

✽

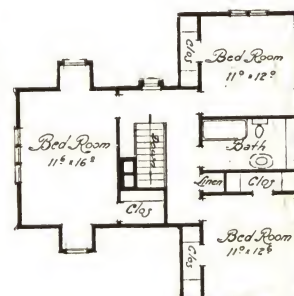
COMFORT and desirable accessibility are outstanding qualities in the plan of this pretty French type home. Great charm of color may be obtained—inexpensively too—with the well planned windows, rough stucco exterior, and the interesting roof lines crowned with non-fading Pioneer Yosemite Rock Surfaced Shingles in the alluring Nile Blend.



NATT PIPER, Architect



FIRST FLOOR PLAN



SECOND FLOOR PLAN

The Pioneer-Lock Shingle with its patented lock at the lower corner. A beautiful and practical shingle



This Roof Beauty and Protection is not expensive!

THE biggest, safest and most beautiful Lock Shingle known is now available at a wonderfully low price! Beautiful in design, radiant in absolutely non-fading colors—they add distinctive beauty to the finest home yet their price places them within reach of all.

And in addition to their permanent beauty, fire safety and long durability, their locking feature assures a weathertight and waterproof roof which the severest storms and winds cannot harm. Their extremely simple application and saving of nails decreases their first cost—and their upkeep, like all Pioneer Yosemite Rock Surfaced Shingles, is surprisingly low!

Pioneer
Yosemite Rock Surfaced SHINGLES

Our Easy Purchase Plan

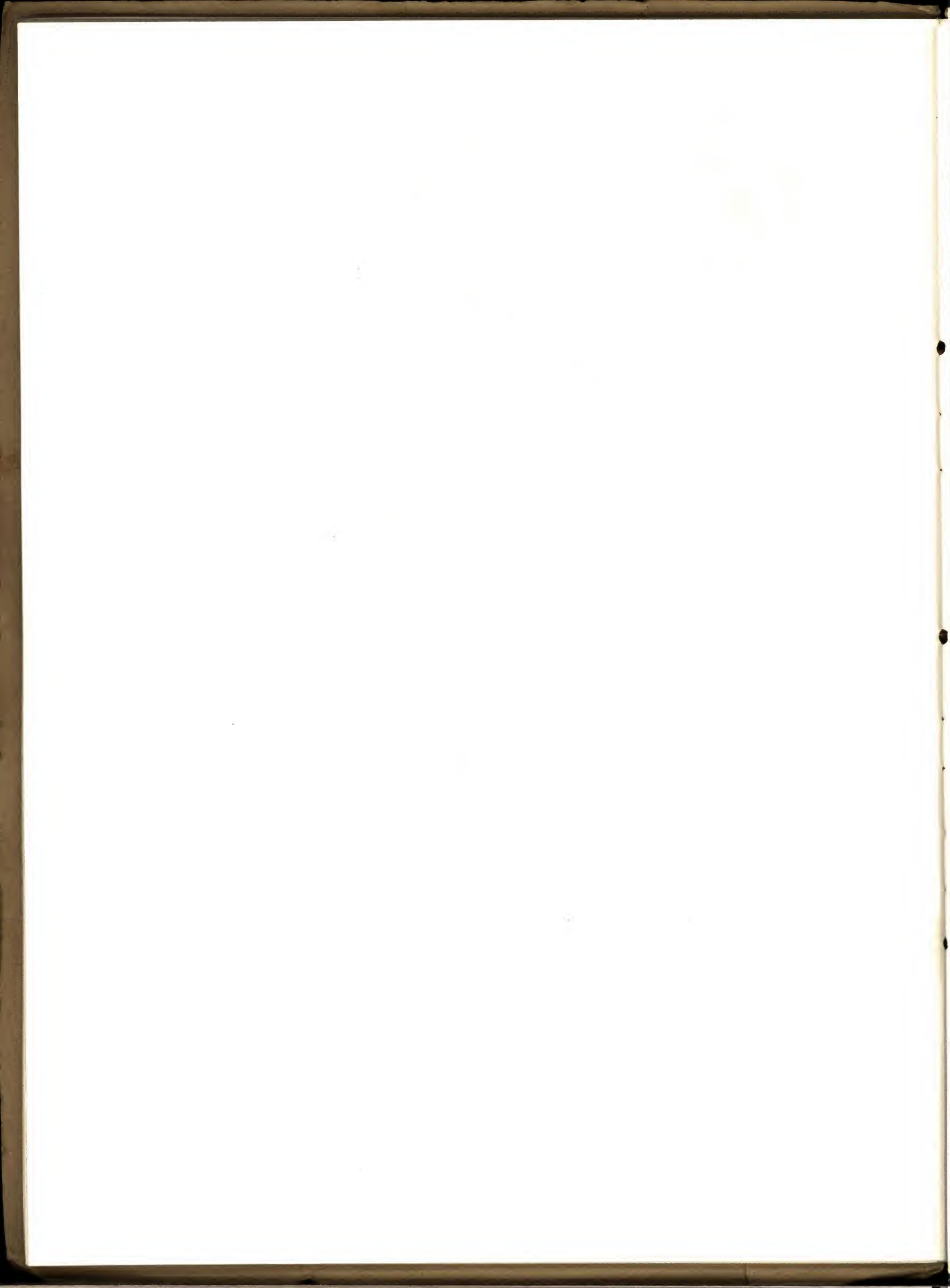
FOR re-roofing with Pioneer Yosemite Rock Surfaced Shingles you may make the needed improvements now and pay for them over a period of from six to ten months. Lumber, Building Material and Hardware Dealers will tell you about this time payment plan.

PIONEER PAPER CO., INC.
Established 1888

LOS ANGELES SAN FRANCISCO
PORTLAND SEATTLE

Pioneer Manufactures a Complete Line of Roofings and Building Papers







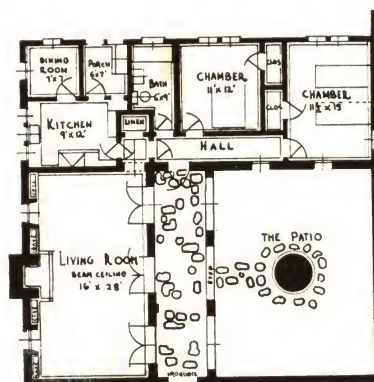
HOWARD A. TOPP, Architect

A LATIN cottage that seems ideal for California surroundings. A spacious well arranged interior makes it pleasant and comfortable and the terrace at the rear, on which the bedroom and dining room open, is a feature that is very enjoyable in this climate. The exterior is appealing in line and the cream colored walls, green shutters and roof of Pioneer Nile Blend Shingles harmonize naturally with its setting.

THIS snug little Spanish dwelling suggests real privacy and comfort and a study of the floor plan indicates that these desirable qualities are obtained. The arrangement is good and the large patio is virtually a room in itself during most of the year. A beautiful effect is obtained with red shingles topping the plastered walls and old gateway—an instance showing the economy of Pioneer Yosemite Rock Surfaced Shingles for the home of Spanish type.



LOTHAR C. MAURER, Designer



To Have and to Save—

The real economy of the Budget Plan

FOR years thrift has been regarded principally as systematic saving—buying a bank account on time payments—but due to the elevated standards of living, thrift today is becoming for the most part a matter of judicious expenditure. In other words investments, no matter how large or small, that will effect genuine savings. Fundamentally the saving of money is the logical course but mere denial of necessities in order to accumulate money in the bank is not always a saving—more often it is false economy.

Time payments enable the housewife to buy washing machines and other electric household appliances, for which she could not ordinarily afford to pay cash. Yet in the time required to save for these necessities she would pay for them in laundry bills or the hiring of help or with her health and youth. In the case of nearly all necessities, putting off the purchase is not a saving—the price is paid in some other way. In the long run it is paid twice!

This situation, brought about by constantly improving business conditions, prompted the Pioneer Paper Company to work out a plan whereby home owners may re-roof immediately and budget the expense instead of postponing the needed improvement or drawing against their capital or savings. Being economically sound, the plan is producing genuine savings for those who have tested it.

Because it has so many important functions no necessity is more essential than the roof. The average wood shingle roof, which has served for a few years, needs immediate attention—delay in re-roofing saves nothing and is more apt to increase the eventual cost. There is nothing gained in neglecting the roof, in letting its appearance detract from the beauty of the home or in fervently hoping that the next rain will not spoil the ceilings or walls. And always there is the danger of flying sparks and glowing embers alighting on the wood shingled roof and causing costly damage if not the total loss of the home. Fortunately, the Pioneer Plan for re-roofing makes this unnecessary.

When the more pronounced advantages of roofing with Pioneer Yosemite Rock Surfaced Shingles are understood the wisdom of re-roofing with them at once is more apparent. In the first place, their tested fire resistance has won them the unqualified endorsement of

the National Board of Fire Underwriters and they bear the Class "C" label. Upon their use, the insurance rates on both the home and its contents can and should be reduced—effecting a very worth-while saving. This alone merits their immediate consideration and the possibility of warding against fire increases their economy many times.

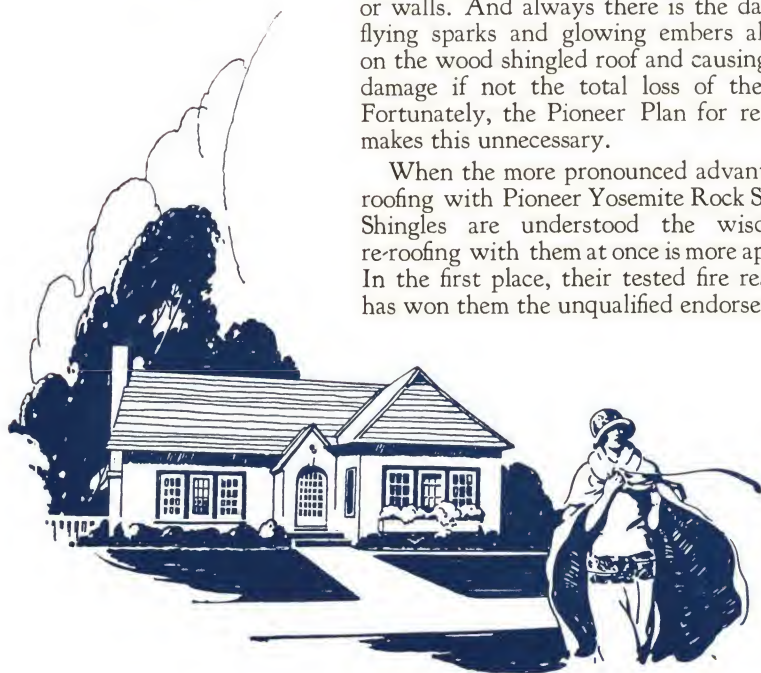
In their actual application to the roof there is further saving. They may be laid right over the old wood shingles thus entirely eliminating the expense of tearing off the old shingles and cleaning up the littered premises. Because their size and uniformity enables the shingler to lay them faster, more snugly and with fewer nails, there is an additional saving of several dollars on the home of average size. Once applied there is no further expense—the amount that would ordinarily be paid for painting or staining them is saved because they derive their beautiful shades from the crushed Yosemite rock with which they are surfaced and these colors are absolutely non-fading. This saving of paint means a saving of from \$20 to \$30 every two or three years, to say nothing of the saving in repairs to both the roof and the walls and ceilings which are necessitated far too often with the average wood shingle roof.

The above are actual savings which can easily be estimated by comparison with the maintenance cost of the wood shingle roof and there are further advantages—not as easily estimated but existing nevertheless.

The fact that neither time nor the elements can harm the beauty and utility of Pioneer Yosemite Rock Surfaced Shingles adds value to the property—very definite value if it is for sale. It also adds desirability if the property is for rent—in thousands of cases an unsightly roof and water-stained ceilings have been the cause of frequently changing tenants with a loss of rental during vacancies.

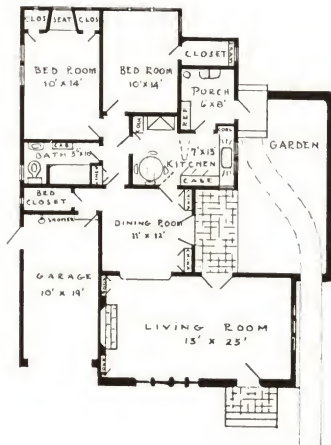
The wisdom and true economy of re-roofing with Pioneer Yosemite Rock Surfaced Shingles are so obvious that it becomes equally obvious that it is false economy not to gain the full advantages of this improvement at once. And the Pioneer Time Payment Plan permits immediate action.

The details of the plan will be fully explained upon application to the Pioneer Paper Company, Box 120 Arcade Station, Los Angeles, California.





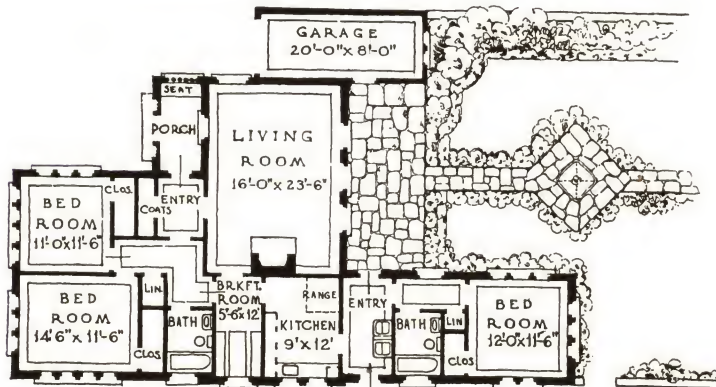
Roy Work, Designer

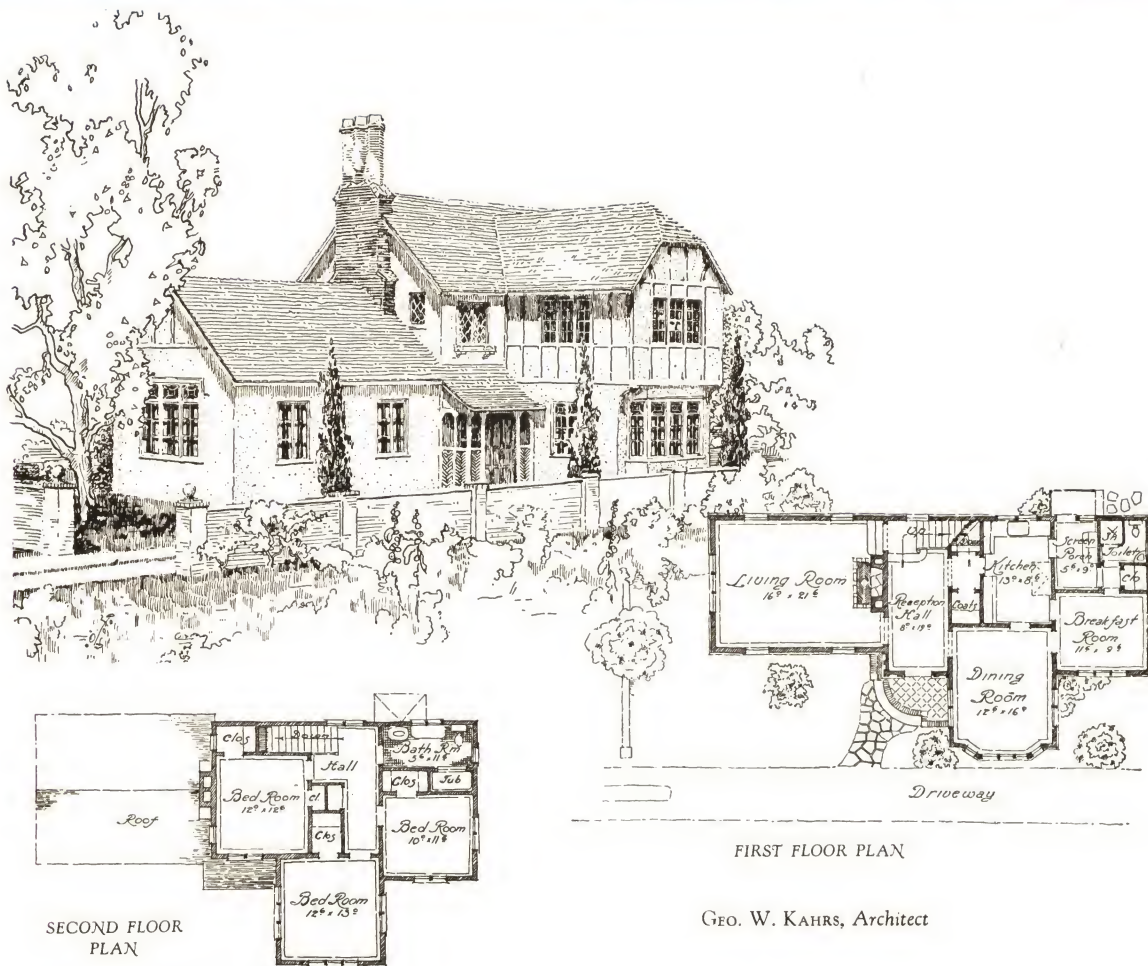


THE peace and restfulness of the suburbs are suggested by this pretty little English home of five rooms and garage. Its nicely handled roof, protected with fire safe Pioneer Yosemite Rock Surfaced Shingles, is given just the right amount of color with solid Red or the Copper Blend.

FIVE rooms, a nook and two baths are nicely arranged in this moderately priced home and it has a plan that fits nicely on the usual lot. The body of the house is nicely broken with timbering and the roof lines are interesting. With Autumn Blend Pioneer Shingles, the study in contrast would be beautiful—to say nothing of the years of trouble-free roof protection afforded.

CARL T. JENSEN, Designer

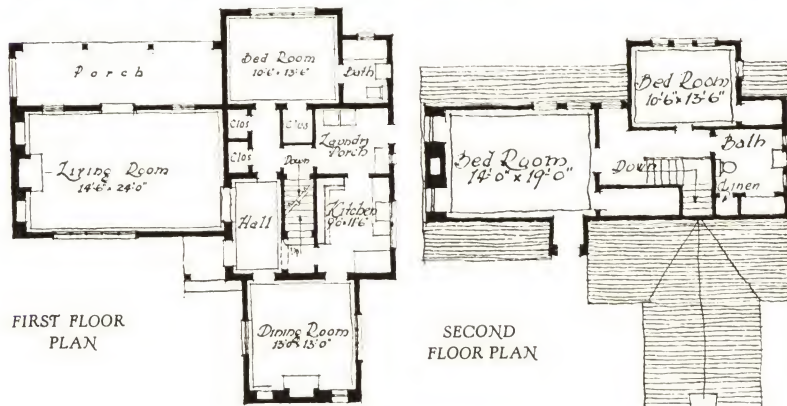




THE floor plan and interior arrangement in this altogether charming English home result in light, air and a cheery atmosphere throughout the home. A different but wholly pleasing treatment of wood and stucco exterior blends ideally with Pioneer Yosemite Rock Surfaced Shingles in soft reds or the beautiful Autumn Blend.



IN addition to its many practical and comfortable features, the natural beauty of this English home gives it the appearance of having grown up in its surroundings. To match the weathered beauty of its rough stucco walls, the ideal tint in Pioneer Shingles would be the popular Copper Blend.





Pioneer Shingle Design Roll Roofing in the Cut Corner Pattern. Available in red or green.



Roll Roofing — with the beauty of shingles!

FOR UNUSUAL economy in re-roofing, Pioneer Shingle Design Roll Roofing gives utmost satisfaction. It is weather-tight, waterproof, durable, fire-safe and attractive—it is very easily applied and goes right over the old wood shingles.

As the name implies, Pioneer Shingle Design Roll Roofing gives the appearance of a shingle roof yet it is roll roofing and therefore very easily applied. It is made in both square butt shingle and cut corner patterns, to apply either vertically or horizontally, and its shades of red and green are the natural and absolutely non-fading colors of the Yosemite rock surfacing. It is permanently beautiful, never needs painting or staining and serves for years without expense.

Pioneer
Shingle Design ROLL ROOFING
Yosemite Rock Surfaced

Your Own Choice of Terms

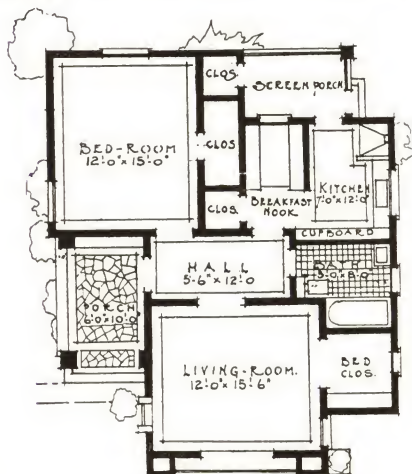
IN re-roofing with Pioneer Shingle Design Roll Roofing or Pioneer Yosemite Rock Surfaced Shingles you may practically make your own terms. A small payment down and the balance in from six to ten months. Sold by Lumber, Building Material and Hardware Dealers.

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Established 1888

LOS ANGELES SAN FRANCISCO
PORTLAND SEATTLE

Pioneer Manufactures a Complete Line of Roofings and Building Papers





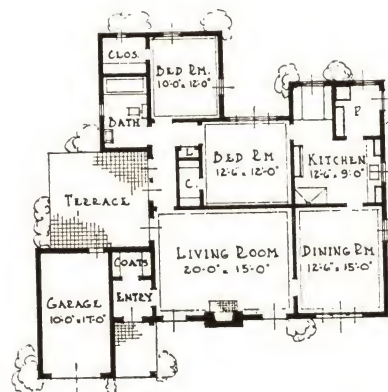
[CHAS. M. NOVI, Designer

A N appealing handling of stucco and brick gives this Italian Villa an interesting texture—an ideal background for a beautiful roof of Pioneer Copper Blend Shingles, with their predominating hues of russet, Golden-Brown and Red. While the plan is not as well devised as it might be, it is still quite good and far better than the average for homes that can be built as economically as this one.

THIS comfortable little home of English type is well arranged for the average family and the terrace offers pleasant privacy. A well proportioned chimney breaking the roof line gives a pleasing appearance which is economically completed with a beautiful roof of Golden-Brown or Autumn Blend Pioneer Yosemite Rock Surfaced Shingles.



JOHN E. WEAVER, JR., Designer



The Romance of Pioneer Products

ALMOST forty years ago, when Los Angeles was just emerging from its status as a picturesque Spanish village, Mr. Willis G. Hunt, president and founder of the Pioneer Paper Company, introduced roll wrapping paper to Southern California tradesmen and shopkeepers.

The success of this product was instantaneous, and the demand so urgent that Mr. Hunt was obliged to start business in Los Angeles on a large scale. In a brief period, the Pioneer Paper Company became an established institution, adding tissue wrappers for the delicious fruit of this section to its products.

The next step was the manufacture of roll roofings, insulating papers and building felts to meet the demands of a rapidly growing city. As the company expanded, it learned that the field for building products was especially fertile. A few years ago the paper jobbing division of the business was sold and the company began confining all of its interests to the manufacture of roll roofing, asphalt shingles, building papers, etc.

Today the Pioneer Paper Company operates its own felt mill, one of the largest in the West, and its own asphalt refinery. The great roofing factories work night and day to supply the markets of the East, West and scores of foreign countries.

The tremendous consumption of rags, asphalt, crushed rock and minerals, all of which find their place in the various Pioneer products, is one of the romances of industry. The fine gowns of Europe's capitals and gay cities and the tattered calicos of her villages and peasant homes are imported in thousands of bales to be made into the roofings and various protective products for the homes of the West.

After sorting in the warehouses, the rags go through the cutters where knife-like blades chop them into small bits and prepare them for the beaters. Here they are ground in great vats and mixed with water, eventually becoming a mass of gray pulp. This pulp is conveyed from the beaters to the felt machine,

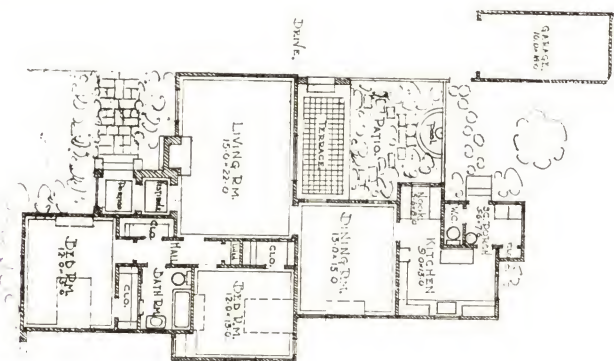
the largest single piece of machinery in the West. A peculiarly woven blanket picks up particles of the pulp and forms them into sheets which are run through a series of big rollers and compressed into felt, sheathing paper and light chip board. Another series of hollow, steam-filled rollers is next traversed by the felt and it is thoroughly dried. This great felt machine has a daily capacity of 65 tons of felt.

The strips of felt, nine feet wide, are cut into three foot widths and wound on cores, on which they are taken to the warehouses or direct to the roofing factories. The felt to be manufactured into building, waterproofing and insulating papers is saturated in large vats with asphalt from the Pioneer refinery. Constant tests are made during the process to see that the exact melting point and correct penetration are maintained to produce the desired grade of materials.

In the manufacture of Pioneer Roofings and Pioneer Yosemite Rock Surfaced Shingles the proper grade of felt is first saturated with asphalt and then passed over a series of rollers to the coating machine. Here a heavy asphalt coating is applied to both sides and then a thick surfacing of crushed rock from Yosemite, mica, or the various minerals used for different surfacings, is evenly distributed and compressed into the coating while it is still warm. The product then passes over a long system of loops which permit natural drying before it is cut into the various sizes of roll roofings or Pioneer Yosemite Rock Surfaced Shingles. The Pioneer Paper Company uses an enormous tonnage of asphalt each month in the manufacture of its long list of products.

The first little plant of the company, where, less than 40 years ago one man worked all day to turn out roll roofing on a hand machine, is difficult to imagine as one stands amid the hum of the huge \$2,000,000 plant of sixteen acres as it produces the enormous quantities of products for the building needs of the entire western part of the United States and the many foreign provinces and domains.





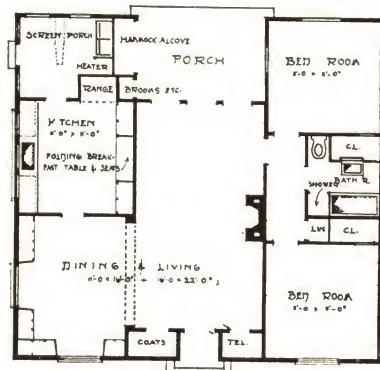
ROGERS B. STURGES, Architect

AN inexpensive, yet beautiful, little home expressed in timber and stucco. Attractive, well placed windows lend themselves to the appearance and, with the simplicity of the exterior, the roof of varied tints and blends lends texture and color appeal that are noteworthy assets. A walled-in patio provides a pleasant and secluded outlook from both living and dining rooms.

LARGE rooms, conveniently planned, feature the interior of this beautiful little home which depends almost solely on taste and simplicity for its attraction. The stucco exterior and durable, fire safe Pioneer Yosemite Rock Surfaced Shingle roof are practical features that add both beauty and permanence. A lovely color combination would be Nile Blend Shingles crowning the light stucco walls.



WALTER KOESSLER, Designer



Pioneer Products and Their Many Uses

Pioneer Super Quality Roofings

The best roofings made, for office buildings, factories, warehouses and other types of Class A construction designed for flat roofs. There are ten different brands of Pioneer Roofing, each having its special uses and advantages.

Pioneer Yosemite Rock Surfaced Shingles

For homes, apartment houses, schools, churches and all types of construction with visible roof expanse. Made in Super Jumbo size, Super Jumbo Strips, Standard Square Butt Strips, Cut Corner Strips and the patented Pioneer-Lock Shingle type.

Building and Insulating Papers

These high quality papers and felts are used for insulating and waterproofing between walls, under floors and in all other necessary places in construction; for covering machinery and materials and for lining packing cases, etc. There are several grades.

Deadening Felt

Deadening felt is excellent for house lining as it can be tinted or papered over. It is also used under carpets and linoleums and between floors.

Chip Board

A heavy paper-board used extensively for manufacturing paper boxes and shipping cases and as wallboard or plasterboard.

Pioneer Asbestos Roof Coating

A waterproofing which may be applied to any surface—wood, metal, concrete or anything else. It is easy to apply and provides perfect protection for any surface or material that is exposed to the elements.

Pioneer Plastic Cement

For mending leaky roofs, cracks or holes around skylights, flashings, in tanks and for repairing cracked cement, wire-glass or any other use requiring a putty-like, waterproof, cohesive cement. For insulating boiler settings, dry kilns and stills, prime the surface with Pioneer Primer and then use Pioneer Plastic Cement. It is always soft and pliable and adheres to any surface. Easily applied and permanently repairs the damage.



The above are the most important products, but the Pioneer Paper Company also numbers among the items in its line: coatings, flashing compounds, lap cement, roof primer, pipe covering, asphalt roofing compounds, and many sizes and types of nails for applying roll roofings and shingles.

Specifications for applying Pioneer Yosemite Rock Surfaced Shingles, Pioneer Roll Roofings and all other products, will be furnished upon request.



Pioneer Shingle Design
Roll Roofing, in the
Square Butt Pattern.



A Good Roof at a Low Cost for the moderately priced home!

BECAUSE a home must be kept within a moderate price range is no reason why it should be shabby or poorly constructed. It can and should be comparatively well built and beautiful. The roof, for example, can be durable, fire-safe and beautiful with Pioneer Shingle Design Roll Roofing. This grade of Pioneer Roofing is manufactured for just this purpose—to meet the need for a good roof at a price that makes it available for moderately priced new homes and for re-roofing.

Pioneer Shingle Design Roll Roofing is made of long fibre felt, saturated and coated with asphalt and surfaced with non-fading Yosemite rock. Made in both square butt and cut corner patterns, to lay either vertically or horizontally. Goes right over the old wood shingles, for re-roofing.

Pioneer
Shingle Design ROLL ROOFING
Yosemite Rock Surfaced

If You Prefer the Budget Plan

YOU may re-roof now with Pioneer Shingle Design Roll Roofing or Pioneer Yosemite Rock Surfaced Shingles and pay for them from your income instead of capital. Sold by Lumber, Building Material and Hardware Dealers, any of whom will explain this easy payment plan.

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Pioneer Manufactures a Complete Line of Roofings and Building Papers



Decorating and Furnishing the Home

Continued from
page 42

good word, the colors must also be logical. Walls, like the poor, we have always with us. They are a necessary evil. They shut us off from many things, some pleasant, some not so pleasant. Let us minimize their faults, and accent their virtues. Make them attractive, dignified, practical from the standpoint of use and maintenance, and a proper and fitting background for the draperies, hangings, furniture, and art objects which are to be used in the home.

Next come the draperies. These should usually be considered in conjunction with the floor coverings and upholstery materials. Of the four factors, walls, carpets or rugs, draperies, and upholsteries, a good rule is that two should be plain and two figured. Like all good rules, this one is very often honored in the breach, but is safest honored in the observance. Draperies have several functions. They are perhaps the dominant consideration in the color scheme of a room. Therefore they must be of pleasing shade and tone. They must correspond to the requirements of the light and exposure of the room. They must be a happy frame for the vistas to be seen through the windows. They must be in scale with the detail in the construction of the room, and with the relation of wall space to openings. They must be correct in type, style, a period, as determined by the design of the house, the interiors, and the plans to be followed in choosing the furnishings for the room. Quite a formidable array of requirements, every one of importance, and requiring careful thought.

In the matter of carpets and rugs, there is material for much discussion. Personal tastes are a very strong consideration. We like, or we dislike, strong patterns, or subdued patterns, or high pile, or short pile, or rough texture, or smooth texture. Colors in floor coverings are governed by the same considerations which control the colors of the draperies. So also with the matter of large or small figure, and plain surfaces. The depth of pile, even more perhaps than relative quality of material, is a great factor in the prices of the various weaves. The decorator will know which of the many types are correct for your home; it is then for you to decide from among them in accordance with your own inclinations. You may choose domestic rugs and carpets; imports from Scotland and England; rugs from a few other European countries, some of exceptional

value; rugs from Persia, Turkey, and Asia Minor; rugs from China in a wonderful array, and, for special uses, products from many odd and out-of-the-way corners of the world. The possibilities are unlimited.

In considering furniture, many requirements must be borne in mind. First, by all means, honesty and sincerity of construction and design (note, construction always first). These being satisfactory we consider type, not style. There is properly no such thing as style in furniture. If it is good now, it will always be good. Fads come and go, but merit and worth are inherent in the piece, and endure with it. Now we must consider detail, proportion, colors, finish, coverings of upholstered pieces, all in relation to the historic periods or architectural precedent established in the rooms. The final consideration, particularly in seating furniture, and by all means the one worthy of most study, is the matter of comfort and adaptability to the lives and habits of the users. If the piece fails here, discard it.

Assuming now that the essentials are decided on—the fundamental requirements met—the purely ornamental phase is yet untouched. For this, we can suggest the use of antique display pieces, reproductions, adaptations, the wealth of beautiful creations in paintings, prints, porcelains, marbles, bronzes, tapestries, beaten silver, copper, brass, wrought iron and numerous other things. The field is infinite. But, bear in mind, a very little of the very good is always preferable to confusion and over-abundance whether of the best, or of only mediocre quality.

To sum up, in decorating your home, choose a decorator and an institution meriting your implicit confidence. In these matters, as in many others, you are often buying only the bare word of the man serving you. Price is not a factor of great importance, but is subordinate to fitness, merit and sincerity of designs and production. And, as a first and last consideration, put your whole soul into your task, and, with the help of the expert advice and suggestion of your decorator, arrange, furnish and decorate your own home. Otherwise you may find yourself with no more than a correctly dressed and beautifully furnished stage setting.

First Steps in Home Building

Continued from
page 12

hose line coming directly off the house line—a common error in the installation of plumbing.

Plastering comes next, and it is another part of the home that is seldom given sufficient attention by builders today. The exposed surface of the plaster is before the eyes 80 per cent of the time, and it has much to do with determining the occupant's state of mind, guiding his thoughts and contributing to his contentment. Because interior plastering is not exposed to the rigors of changing weather such as the exterior is, does not mean that it should be of an inferior quality. If a poor material or mixture is used, the plaster may crack, and even fall, causing inconvenience, expense and sometimes injury. Thought should be given to the plastering in each room, particularly if the plaster is not to be painted or decorated. Bear in mind that soft shades are preferable in the library, cheery shades should be used in the dining room, pleasing, but restful shades in the bedrooms, while extreme colors and designs are being used today, with success, in bathrooms.

The prospective home builder may or may not know it, but it is a fact that he favors certain colors, while other colors are the same as a red flag before his eyes. These same colors that offend his sensibilities may be pleasing to someone else. Therefore, it is well for the home builder to make a study of colors, determine which ones please him,

and make these predominate in his color scheme. If expert advice is obtained, it will be possible to use the preferable colors and yet have the setting artistically correct.

Assuming that all electric wiring is properly insulated and that harmonizing globes are selected for the lighting system, it is important that the lights are placed in convenient places. After the home is completed, it is aggravating to find a light on one side of the room when it should be over a table on the other, or if it is located where the rays do not do justice to the room.

Now we have virtually completed the house, with the exception of the roof. Remember that the roof protects everything under it—that your home may be perfect, but if the roof is not up to standard it is like a weak link in a chain. First and most important, it is desirable to have a fireproof and waterproof roof. The roof should harmonize with the remainder of the building, both in size, style and color. There are many kinds and qualities of roofing manufactured today, many of them good, many of them unsatisfactory. I would suggest that the builder consult with an expert on materials before he selects his roofing.

In conclusion, the construction of a home is the physical expression of the builder, and a contractor should be engaged who is capable of executing another's ideas.



Because of the ever-changing prices for materials and labor, we have not printed the price of reproduction of any of the plans in this book. However, we will gladly furnish estimates, prices for working drawings and specifications and any other desired information about any of the plans. Use the enclosed coupons or write Pioneer Paper Company, Inc., Box 120, Arcade Station, Los Angeles, Calif.

